Attachr. .t 1: Ocracoke Visitor's Bureau Projected Budget FY 2015-16

Project		Time Item		
	Line Item	Cost	Timeline	Additional Info
Staff	OVB Director	\$40,000	\$40,000 July 2015-June 2016	\$10,000 match from Hyde County
	ArrivaList Analytics Co-op via		entrafiante de l'accessariante de la contraction de la contraction de la contraction de la contraction de la c	
Analytics	Visit NC	\$6,000	\$6,000 July 2015-June 2016	
			Late Aug - Early Dec	
Consulting Services	Marketing consultant/branding	\$30,000 2015	2015	
Ocracokevillage.com				
Redesign	Web design services	\$8,500	\$8,500 January 2016	
	Web hosting/site maintenance	\$1,500	\$1,500 January 2016-June 2016	
Media package	VisitNC.com Enhanced Listing	\$750	\$750 August 2015-July 2015	Work with OCBA to compose
	VisitNC.com Targeted Search	\$250	\$250 July 2015 - June 2016	
	VisitNC.com Four featured event			Pick 2 events in spring & fall to
. 7	listings	\$600	\$600 Fall & Spring	feature for 30-days
	Strategic advertising- print &			As determined by marketing
)	digital	\$7,500	\$7,500 January - June 2016	consultant
	Travel to meetings, conferences,			
Travel	events	\$2,900	\$2,900 July 2015-June 2016	
pated	Equipment including			
Equipment L	hardware/software	\$1,000 J	\$1,000 July 2015-June 2016	
Departmental				
Expense S	Supplies	\$1,000 J	\$1,000 July 2015-June 2016	
TOTAL		\$100,000		

Attachment 2: Proposed Budget 2015-16 Hyde County Office of Planning Economic Development

	120	4.4.2045	1	
		14-2015		L5-2016
ACCOUNT NAME		PARTMENT		partment
PLANNER	Ap	proved	Rec	quested
SALARY*	<u> </u>			
	\$	83,358.93	\$	117,358.93
FICA TAX EXPENSE*	\$	6,407.56	\$	9,008.56
GROUP INSURANCE EXPENSE*	\$	15,624.00	\$	24,596.48
RETIREMENT EXPENSE LOCAL*	\$	6,005.52	\$	8,409.32
TELEPHONE	\$	1,500.00	\$	1,500.00
CELL PHONE	\$	1,200.00	\$	1,200.00
LONGEVITY PAY	\$	400.00	\$	400.00
TRAVEL*	\$	10,000.00	\$	12,900.00
DEPARTMENTAL EXPENSE*	\$	2,000.00	\$	3,000.00
ECO DEV CONSULT SERVICE	\$	6,000.00	\$	6,000.00
DUES	\$	540.00	\$	540.00
EQUIPMENT*	\$	500.00	\$	1,500.00
COMPUTER MAINTENANCE	\$	3,000.00	\$	3,000.00
Printing and promotions	\$	1,500.00	\$	1,500.00
STRATEGIC Plan Update	\$	1,000.00	\$	
Leadership Development	\$	1,000.00	ب \$	1,000.00
ArrivaList Analytics Co-op via Visit NC*	╫	1,000.00	\$	1,000.00
Marketing consultant/branding*	+-		\$	6,000.00
Web design services*	+-		\$ \$	30,000.00
Web hosting/site maintenance*	┼─		ې \$	8,500.00
VisitNC.com Enhanced Listing*	+-			1,500.00
VisitNC.com Targeted Search*	┼		\$	750.00
VisitNC.com Four featured event listings*	 	<u>-</u>	\$	250.00
Strategic advertising- print & digital*	┼		\$	600.00
TOTAL PLANNER	 		\$	7,500.00
I O NUTE I PULISIAFIE	\$	140,036.01	\$	248,013.29

^{*}Budget Line Items increased using Ocracoke Occupancy Tax Funds

Other Information Relative to Request

Ocracoke Tourism Marketing Research
Presentation & Appendix

Ocracoke Tourism Marketing Research

Office of Planning & Economic Development County of Hyde February 2, 2015





$Findings-Sales\ \&\ Use\ Tax\ collected\ countywide$

Hyde Co	ounty Sales &	Use Tax	· · · · · · · · · · · · · · · · · · ·	*****************	
	2010	2011	2012	2013	201
January	\$43,170.81	\$56,806.82			
February	\$56,193.76	\$59,976.72			
March	\$66,879.14	\$55,669.01			
April	\$63,218.71	\$55,707.09			
May	\$93,840.94				
June	\$108,100.80				
July	\$142,502.39				
August	\$179,404.86				
September	\$134,183.61				
October	\$113,645.19	\$94,759.65	\$122,876.36		
Yovember	\$114,507.21	\$95,467.11			
December	\$41,483.11	\$75,455.92	\$67,756.63	\$78,858,52	
OTALS	\$1,157,130.53	\$1,201,922.27	\$1,365,060,76		

Data source: NC Dept. of Revenue, Sales & Use Tax, Total Allocations Before Adjustment

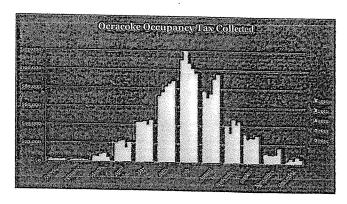
a control tampen international of three constitutions of the constitutions of the constitution of the cons

Findings – Ocracoke occupancy tax

A D COLD	coke Occupar	icy ran com	coleu		
	2010	2011	2012	2013	201
January	\$2,327.01	\$1,678.30	\$1,952,36	\$1,617.17	\$1.861.0
February	\$1,415.92	\$1,827.79	\$1,712.43	\$1,592.78	
March	\$5,685.59	\$5,317.02	\$7,738.77	\$8,605.48	
April	\$19,549.21	\$22,114.77	\$22,804.03	\$14,892.28	
May	\$42,810.73	\$42,896.56	\$43,780.50	\$39,265,75	
June	\$71,262.06	\$75,417.30	\$82,052.75	\$84,829.24	
July	\$110,835.76	\$119,889.62	\$107,129.14	\$101,166.84	\$96,218.32
August	\$77,004.00	\$70,021.38	\$74,087.41	\$89,740.04	
September	\$40,309.75	\$32,054.37	\$46,893.80	\$41,141.75	
October	\$31,435.91	\$25,968.97	\$27,221.20	\$26,768.03	\$29,410.59
November	\$10,090.66	\$9,038.99	\$8,739.05	\$9,368.20	\$16,315.12
December	\$ 2,451.95	\$4,968.15	\$3,138.59	\$6,670.04	\$4,032.79
TOTALS	\$415,178.55	\$411,193.22	\$427,250.03	\$425,657.60	

*90% managed by Ocracoke OT Board, 10% to County Finance Dept. for administrative fees

Findings – Ocracoke occupancy tax



Findings - Current tourism marketing

FY 14-15 Ocracoke Occupancy Tax Appropriations

9%

Direct Tourism
Indirect Tourism
Community Oriented

12%

SWOT analysis

- Strengths:
 - Good location, unique attractions
 - Dedicated, repeat customer base
 - » Pro-active businesses owners, managers
 - Ocracoke walking map
 - Events & festivals throughout the year
- Weaknesses:
 - Lack of cohesion, unified information, inefficient use of funds
 - " Little accountability & follow up
 - Relatively weak web presence
- Missing out on regional & statewide networks of tourism promotion

- Opportunities
- " Increase tourisin Spring & Fall
- Collaboration aisland & with existing regional/statestworks
- Tap into adjacetmarkets
- New & improvide presence
- Generate revesspecifically for tourism
- Threats:
 - . Turnover in 🕬, OT Board & Chamber
 - Competition falmited funding via OT Board & generalland
 - Tension betwee Ocracoke & mainland
- » ORV pass, Hwg, Ferry route

FERRY > 12 or

the albudi

Other approaches to tourism

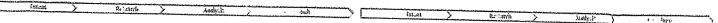
- Occupancy rate comparison
 - $_{\circ}$ Majority of NC coastal towns & counties have 5-6% occupancy tax rate
 - Carteret & Dare Counties = 5%
 - $_{\rm a}$ Majority of counties that border coastal counties are also 5-6%
 - . Authorization by NC General Assembly required to raise rate
- Hyde is 1 of 2 counties to use occupancy tax for any lawful purpose
 - Typically use of revenue is restricted to:
 - Tourism promotion
 - Beach nourishment
 - Convention centers, performing arts centers
- Administered by tourism development authority (TDA), visitors bureau, or local government

Other approaches to tourism

- State networks
 - o Visit NC
 - Promotion & technical assistance to communities
 - 。 Official NC travel guide, welcome centers
 - 3 Tourism Resource Assistance Center
- Regional networks
 - , Northeast Tourism group (NET)
 - · Liaison to state tourism agencies
 - Collaborative marketing
 - · Regional trail & group tour development
 - Coast Host
- Chambers of Commerce
- 。 Promote tourism as a way to support businesses development



NORTH CAROLINA



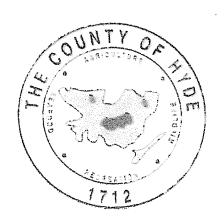


Thank you

Please see Appendix for further details

Findings – Current tourism marketing

Unrect Tou Indirect To Communit		\$\$\$,25 \$\$4,55 \$489,68	0.00		
	Amount \$30,000 \$10,000 \$12,750 \$2,500 \$55,250 Amount \$10,000 \$2,000 \$2,000 \$12,050	Line Item Lewis Advertising OCBA Travel/Tourism Director OCBA Tourism promotion Hyde Chamber Line Item Lifeguerds Pirate Jamborse British Cemetary Coremon Fourth of July	Community	Armount \$45,250 \$14,497 \$5,000 \$48,000 \$10,000 \$1,590 \$180,000 \$25,000 \$21,345	Community Center Repairs Boy Scools Octacoke Community Park OPS OVFD Frieds of the Library Hyde EMS Octacoke Child Care
TOTAL	\$4,500 \$54,550	Ocrafolk Fastival		\$7,500 \$40,500	McClees Consulting
			TOTAL	5489,682	******



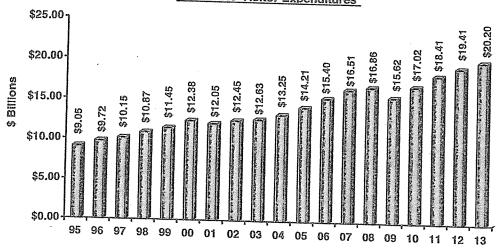
Appendix

Ocracoke Tourism Marketing Research
Office of Planning and Economic Development
County of Hyde
February 2, 2015

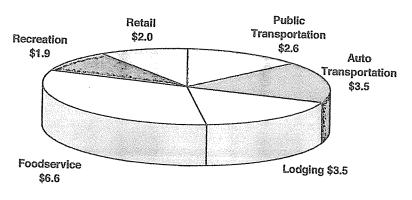
FAST FACTS 2013 Impact of Visitor Spending

- Tourism is one of North Carolina's largest industries. In 2013, domestic travelers spent \$20.2 billion across the state, a 4% increase from last year, and a record high visitor spending figure.*
- Domestic tourism expenditures directly supported 197,690 jobs for North Carolina residents, up 2% from 2012 and a record high
- The tourism industry contributed \$4.6 billion to the state's payroll in 2013.*
- Traveler spending generated over \$3.0 billion in tax receipts: *
 - \$1.4 billion in federal, \$1.0 billion in state and \$597.3 million in local tax revenue.
- North Carolina ranks sixth in total person-trip volume by state behind California, Florida, Texas, New York, and Pennsylvania.

Annual NC Visitor Expenditures*



Impact of Tourism on Economy by Sector (\$billions)



2013 Average Trip Spending for Overnight Visitors

United States Average Visitor Party Spending	IE ATOTEOLS
office Graces Average visitor Party Spending	\$613 (-7.6%)
North Carolina Average Visitor Party Spending	
The same were desired that the spending	\$517 (-4.4%)
North Carolina <i>Out-of-state</i> Visitor Party Spending	
North Caralla D. C. State Visitor Fairly Spending	\$574 (-11.5%)
North Carolina Resident Visitor Party Spending	
and the state of t	\$387 (+13.0%)

2013 Average Trip Spending for NC Overnight Visitors by Primary Purpose of Trip

Average Over 1115	<u>uv rumarv rurpose d</u>
Average Overnight Business Travel Party Spending	\$561 (-13.2%)
Out-of-State Business Travel Party Spending	\$620 (-14.4%)
 NC Resident Business Travel Party Spending	\$431(-0.3%)
Average Overnight Leisure Travel Party Spending	\$526 (-0.6%)
Out-of-State Leisure Travel Party Spending	\$587 (-8.6%)
 NC Resident Leisure Travel Party Spending	\$385 (+15.8%)
	T (10,070)

Sources: TNS TravelsAmerica, 2014

The 2013 Economic Impact of Travel on North Carolina Counties, US Travel Association, 2014*

MC Fast Facts

Economic Impact

Visitation Research

Lodging Reports

International Research

Tex Date

Apollery Yourism Research

VisitNC.com

r!CFilm.com

VisitNCWine.com

RetireNC.com

SportsNC.com

VisitMCFarms.com

N.C. Zoological Park

N.C. Aquariums

NC.gov

N.C. Parks

N.C. Historic Sites

N.C. Arts Council

Back

			· ·	State Thu	Loos: Ta:
County	Expanditues.	2	imployman,	a lecel.	Receipt
Alamance	1	d(millions)	(เกอแฮล.พ.่ว)	j(s.ellie.)	\$(millions
Alexander	163.80	25.39	1,31	9.36	2.70
Alleghany	18.12	2.60	0.11	0.98	0.73
Anson	22.00	3.84	0.18	1.03	1.4
Ashe	16.19	1.92	0.10	0.92	0,3
-an immediate provide the second character and the abstract of the first	47,71	6.83	0,37	2,41	2.5
Avery	104.97	23.32	1.18	5 16	4.5
Beaufort	70,99	8.97	0.43	3.53	4.1
Bertle	12.73	1.23	0.05	0.69	0.6
Bladen	36.42	3.73	0.19	2.14	1.0
Brunswick	470,58	85.71	5.03	21,38	28.2
Buncombe	901,28	190.21	9,79	44 93	29.0
Burke	86.59	12.20	0.66	4.67	2.39
Cabarrus	371.87	80.08	3.98	20.85	6.5
Caldwell	47.89	7.00	0.33	2 56	1.4
Camden	1.92	0.21	0.01,	0.10	0.16
Carteret	302,77	52.93	3.06	13.38	17.70
Caswell	7.96	0.80	0.04	0.37	
Catawba	232,04	40.82	2.15;		0.5
Chatham	30.77	3.59	0.17	12.48	6.7:
Cherokee	37,03	5.48	0.30	1.77	0.5
Chowan	18.72	2,70	0.14,	1.72	2.1:
Clay	12.51	1.33		0 89	1.1
Cleveland	91.95		0.06	0,51	1,3
Columbus	49.59	12.89	0.63	5.32	1.5
Craven	120.75	5.77	0.29	2.78	1.3
Cumberland		22.30	1.03	6.48	2.5
Currituck	471.99	84.94	4.22	24.81	9.7
Dare	137.71	25.08	1.50	5.79	6.2
Davidson	953.04	191,73	11.75	44.76	42.6
Davie	142.77	19.47	0,94	7 8t	4.4
terreparation to the resistance and defined out of the ball of the second of the secon	33,60	5.88	0,28	1.82	0.5
Duplin	36.96	4.12	0.20	2.10	1.1
Durham	657.17	131.18	7.64	34.45	21.5
Edgecombe	53.58	7.15	0.35	2.91	0.9
Forsyth	753.77	124.54	6,26	43.46	13.4
Franklin	21.05	2.38		1.14	0.5

	Gates	6.02	0.50	0.02	0.36	0,22
	Graham	24.84	4.16			
	Granville	44,43	*	0.25	1.14	1.62
	Greene		5.34	0.29	2.52	1.20
	Guilford	5.45	0.52	0.03	0.30	0.19
	Halifax	1.206.74	289.97	12.45	61,20	26.77
	departments and comparable (incomparable) and index confinement on 1995 and 200 are officed over 1 persons.	84.29	9.80	0.51	5.07	1.99
	Hamett	74.55	10.32	0.56	4.00	1.64
	Haywood	155.38	31.48	1.61	8.42	5.69
	Henderson	233,25	40,52	2.05	10.37	9.85
	Hertford	26.19	3.22	0.17	1.53	0.64
	Hoke	10.76	1.29	0.07	0.59	0.16
	Hyde	32.36	6.06	0.37	1.50	1.71
	Iredell	212.61	32.04	1 69	11.47	6.43
	Jackson	163,03	36.55	1.61	8.94	7.37
	Johnston	204,51	30.35	1.66		
•	Jones	3.91	0.52		11.19	5,04
	Lee	67.99		0.02	0.23	0.12
	Lenoir		11.60	0.60	3.82	1.32
	Lincoln	79.93	12.93	0.62	4.36	1.50
	Macon	48.28	7,54	0.36,	2.62	1.41
	Madison	140.85	23,66	1.18	6.21	11.08
	 andisameterspacement by hissen. I also symmetric pool good and there also have a server a server. 	32.83	6,19	0.31	1.66	1.48
	Martin	28.96	4.20	0.22	1.55	0,69
	McDowell	50,76	7.37	0,40	2,61	1.79
	Mecklenburg	4,610,04	1,506.21	46.53	214.78	110,87
	Mitchell	21.06	3.11	0.16	0.91	0.89
	Montgomery	25.58	2.52	0.11	1.16	2.57
	Moore	409.97	89.43	5.14	20.58	12.10
	Nach			Andreas of the second s		,2.10
	Nash	257,73	48,62	2.83	13.24	6.81
	New Hanover	477.68	105.41	5.46	22.82	19.02
	Northampton	13.09	1.47	0.05:	0.57	1.08
	Onslow	210.49	37.77	1.73;	10.70	7.70
	Orange	168.59	31.00	1.70	8.94	3.57
	Pamilico	16.24	1.87	0.08	0.66	1.75
	Pasquotank	55.04	8.13	0.46	2.97	1.22
	Pender	84.18	14.12	0.76	3.97	5.80
	Perquimans	9.83	1.15	0.04		
	Person	32.81	3.94	0.21	0.40	1.08
	Pitt	205.67	39.33		1.89	0.71
	Polk	23.30		1.98	10.46	4.45
	Randolph		3.24	0.18	1.19	1.28
	Richmond	124.53	18.47	0.92	7.36	1.96
	Robeson	44.20	7.61	0.40	2.29	0.81
		127.57	18.49	1.05	7.24	2.48
*.	Rockingham	61.81	9.85	0.51	3.21	1.48
	Rowan	145.28	23.06	1.25	7.56	4.62
	Rutherford	150,51	20.73	1.14	8,80	4.43
	Sampson	46.11	5.77	0.28[2.52	1.42
	Scotland	39.20	6.22	0.35	2.12	0.67
	Stanly	70.68	9.04	0.46	4.02	~ ~ ~~~~~~ ~
	Stokes	22.15	2,75	0.13		2.05
	Surry	110.66			1.11	0.85
	Swain		15.53	0.78	6.00	2.30
		187.99	51.75	2.11	11.49	3.95
	Transylvania	84.26	14.83	0.74	3.20	3.75
	Tyrrell	3.46	0.32	0.01	0.16	0.32
	Union	~ <u>_</u>			. 1	

Wake		4 000 04				
The first state of the second state of the sec		1,883.01	572.89	20.27	89.11	49.53
Warren		25.65	3.03	0.13	0.92	2.19
Washington		14.36	1.83	0.09	0.78	0.59
Watauga	mente amparata anno 11 paras 1 annia angua	216.72	46.45	2.52	10.64	8.32
Wayne		147.46	19.06	0.99	8.93	2.18
Wilkes	1	67.48	9.62	0.51	3.24	1.58
Wilson	reade the purposers brugary where there	104.04	14.83	0.80	5.98	1.94
Yadkin	*	33.39	5.57	0.33	1.76	0.80
Yancey	- Paramagna del se hacian de par - per - pera -	32.78	5.17	0.23	1.44	2.27

Back

ΠĽ

© Copyright 2015 | N.C. Department of Commerce | All rights reserved

Economic Impact

TSA

TEIM

Wine & Grape

Visitation Research

Lodging Reports

International Research

Tax Data

Ancillary Yourism Research

VisitNC.com

NCFilm.com

VisitNCWine.com

RatireNC.com

SportsNC.com

VisitNCFarms.com

N.C. Zoological Park

N.C. Aquariums

NC.gov -

M.C. Parks

N.C. Historic Sites

N.C. Arts Council

These county-by-county travel economic impact statistics are prepared annually by the Research Department of the US Travel Association for the M.C. Department of Commerce. The land does not seem that the beginning that have

In addition to the direct visitor spending estimates for all 100 NC counties, county level employment, payroll and tax revenues as a result of direct visitor spending are included.

This research was gathered using the

To use this information in a press release or reference it in any way, the name of the study is The Economic Impact Of Travel On North Carolina Counties." The credit line should read: "This study was prepared for the North Carolina Department of Commerce by the US Travel Association."

/167°	eell:teve!	3::ango
	d(:::!!!!o:ts)	from
		previous
	· The same and the second	year
2013	\$32.36	1.16 %
2012	\$31,99	0.95 %
2011	\$31,69	2.55 %
2010	\$30.90	11.56 %
2009	\$27.70	-1.46 %
8000	\$28.11	3.00 %
2007	\$27.29	-4.11 %
2006	\$28.46	3.53 %
2005	\$27.49	7.59 %
2004	\$25.55	3.95 %
2003	\$24.58	1.53 %
002	\$24.21	-1.26 %
001	\$24.52	3.63 %
000	\$23,66	2.20 %
999	\$23.15	18.54 %
998	\$19.53	17.93 %
997	\$16.56	0.49 %
996	\$16.48	3.26 %
995	\$15.96	8.06 %
994	\$14.77	11.30 %
993	\$13.27	12.55 %
992	\$11.79	3.97 %

Domesilc tourism in Hyde County generated an economic impact of \$32.36 million in 2013. This was a 1.16 % change from 2012.

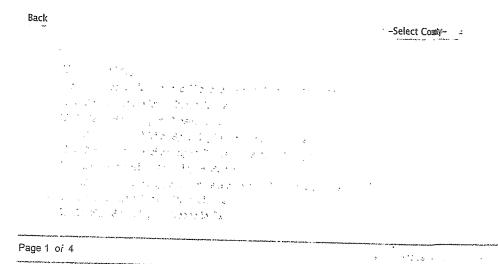
In 2013, Hyde County ranked 73 in travel impact among of orth Carolina's 100 Counties.

More than 370 jobs in Hyde County were directly attributable to travel and tourism.

Travel generated a \$6.06 million payroll in 2013.

State and local tax revenues from travel to Hyde County amounted to \$3.21 million. This represents a \$553,35ta:: saving to each county resident.

Area attractions include the Ocracoka Island portion of Cape Hatteras National Seashore, Ocracoka Island Lighthouse, Swans Quarter National Wildlife Refuge and Lake Mattamuskeet.





pyright 2015 | N.C. Department of Commerce | All rights reserved



Hyde County 2014 2nd Quarter

Pages, 2000 and Prefix Declaration 819(707):320

28-11 July 2011 - 11 Devumpment Contact (\$19) 788-418

Rank	Company
1	Door Of Public Select
ż	their Course Deard Of Education
å	Rose Acre Caura no
,2	Dours I'm gre Dineose son Koniy
Ĭ.	Ottacour is are Roots
č	NG 20 of 2" Transportation
7-800	with terrial Secretary
3	Farte : Sava Cara
ĝ	United Avoid Sections
X	Matternissed Figet Products and
i *	locatos Pub
2. T. T. L.	Brayers Lar a Developing Collegio
13	Dalo inc
5	RIC Geoland Caratulation College
***	Valiena Park Service
ê	Crescent State Bank, A Color
17	Back Porch Restauted; Inc
18	Tiving Melan Carb
15	Joy Roser Pub & Marine & Street
20	Procision Pality ag
?·	Jasor's RosicLiant
21 22 :	Proximicanting to
*** ***	The same the same that the
41. Zu	Walants Markets Inc
دم 25	Ase Aam Security Solutions inc
23	Test Coss It Leaves

Industry
Fuito Acris stratos
Education & Teach Survives
Agura Resources and to my
Facilità de Villator en
Transa Assairs
Pusit Andrews
Educator & leads Service
Traco, Transportation & Life is
Marulacur g
Track, Transportation & Linguis
Leracal spia ;
Curstielle.
Los. v & Lapta &
Construction
Los . v & 1 espla ly
The total Activities
Loisure & Hospitaley
Losure & Lospita in
Los. of inspirate
116 - 162 - 1 - 0
LCSL/C & Lospita (v
Natural Resources or pitting 2
Trace Transportation à Linies
Carsudian
Trace Transportation & United
ार राष्ट्रपान भगवा ना जन्म जन के अध्यक्षि

Employment Rang
100049
100-249
16346
100
200
50.30
\$3.44
\$0.55
\$.3.9A
\$0- <i>32</i>
Barta St
Bean 50
Bern 50
Belga 50
Berra 50
Be on 50
Bear 50
Be (21, 50)
Be 0.4 50
Be o. 56
Bear F
Beign BD
Beca EC
Beca E
Be (31 H)

SWAN QUARTER to OCRACOKE

VEHICLES AS RECORDED IN CALENDAR YEARS	RDED IN CALE	NDAR YEARS								
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
JANUARY	295	485	548	066	354	323	311	377	1,110	427
FEBRUARY	390	200	512	1,033	394	351	323	334	1,104	369
MARCH	683	702	824	986	524	277	591	651	1,011	587
APRIL	167	1,082	872	935	1,086	835	824	964	286	1,015
MAY	1,361	1,364	1,422	1,739	1,426	1,415	1,303	1,948	1,608	1,609
JUNE	1,700	1,490	1,945	2,165	1,324	1,999	1,510	2,455	2,131	2,259
JULY	1,964	1,750	2,270	2,407	1,577	2,301	2,030	2,249	2,252	2,291
AUGUST	1,477	1,559	2,005	2,088	1,438	1,743	1,492	1,658	2,062	2,233
SEPTEMBER	1,036	1,230	1,406	1,042	1,148	1,373	4,080	1,485	1,501	1,429
OCTOBER	1,077	1,004	1,306	1,152	1,019	1,379	2,992	946	860	1,320
NOVEMBER	786	778	818	678	849	691	566	2,076	602	739
DECEMBER	537	524	564	433	405	373	466	880	886	558
TOTALS	12,073	12,468	14,492	15,648	11,544	13,360	16,488	16,023	16,114	14,836
PASSENGERS AS RECORDED IN CALENDAR YEARS	CORDED IN CAL	LENDAR YEAR								,
	2002	2006	2007	2008	2009	2010	2011	2012	2013	2014
JANUARY	513	673	767	1,265	642	553	653	717	1,917	837
FEBRUARY	649	711	069	1,387	644	750	658	741	2,025	697
MARCH	1,235	1,168	1,267	1,734	1,146	1,055	1,146	1,470	2,032	1,173
APRIL	1,317	2,056	1,693	1,715	2,876	1,988	1,818	2,189	1,950	2,170
MAY	2,652	2,561	2,745	3,651	2,896	3,256	2,904	4,296	3,536	3,534
JUNE	3,757	3,263	4,312	5,157	3,318	5,093	3,775	5,696	5,201	5,489
JULY	4,695	4,202	5,765	6,080	4,084	6,254	5,457	5,860	5,976	5,761
AUGUST	3,256	3,596	4,763	5,212	3,761	4,512	3,828	4,127	5,227	5,759
SEPTEMBER	1,969	2,361	2,947	2,051	2,515	3,093	8,924	3,244	3,281	3,064
OCTOBER	1,900	1,840	2,579	2,298	2,171	2,867	6,728	1,953	1,175	2,691
NOVEMBER	1,316	1,319	1,472	1,318	1,694	1,398	1,146	4,310	1,144	1,433
DECEMBER	853	913	362	833	799	669	1,025	1,680	1,797	1,027
TOTALS	24.112	24,663	29.962	32.701	26.546	31.57	38.062	36.283	25 264	6. 6. 6. 7.
	!	•				2			20460	20,00

CEDAR ISLAND to OCRACOKE VEHICLES AS RECORDED IN CALENDAR YEARS

VEHICLES AS RECORDED IN CALENDAR YEARS	ECORDED IN	CALENDAR	/EARS							
	2002	2006	2007	2008	2009	2000	2011	0.500	0 Y O O	9
JANUARY	811	959	979	602	786	576	636	1775	20 DA	2018 2018
FEBRUARY	1,016	887	813	596	942	472	744	750	750	727 177
MARCH	2,325	2,171	2,105	2,190	1,660	1,444	1.316	1 395	1 204	000
APRIL	3,086	3,851	3,687	3,339	3,497	3,042	3.154	7 962	1,404	1,033
MAY	5,136	4,879	4,488	4,464	4.553	4.160	7.23	2,203	2,283	2,0/2
JUNE	5,847	5,129	5,506	4,888	4.294	4.750	7,77	97/7	3,308	3,393
JULY	6,692	5,612	5,815	4,927	4.748	5,099	7,420	4,200	3,758	4,004
AUGUST	5,196	4,884	4,943	4.463	3.862	4.058	0,037	4,001	3,800	3,518
SEPTEMBER	3,067	4,476	4,483	2,933	3,717	2,22,5	2,100	5,222	3,466	3,052
OCTOBER	3,677	3,908	4.408	3.631	3 32/	3,776	2,330	3,492	3,260	2,939
NOVEMBER	2,012	1,858	1.884	1.634	1.457	7,270	3,70L	2,826	2,649	2,642
טחטחטחטחט	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	1 100		- 6	10t/t	L,U33	1,5/b	7,0/4	1,152	1,083
	TCT'T	70T'T	T, 151	915	802	744	794	711	861	693
TOTALS	40,046	39,716	40,262	34,582	33,642	32,654	31,679	29,902	26,836	25,525
PASSENGERS AS RECORDED IN CALENDAR YEARS	» RECORDED	NCALENDA	RYEARS							
	2005	2006	2007	2008	2009	2010	207	ر د	0 4 6 6	6
JANUARY	1,561	1,840	1,899	1,123	1,523	1,034	1.175	1.058	2101	4 - uo
FEBRUARY	2,001	1,707	1,505	1,122	1,790	805	1,471	1.058	737	100 L
MARCH	5,805	5,167	4,638	5,211	3,244	3,657	3.254	3 170	3 087	1,036
APRIL	7,979	10,540	10,087	8,514	9,868	7,663	8,618	7.793	5,572	4,1,4
MAY	12,264	11,150	10,469	10,648	12,230	9,555	608'6	8,327	7.528	7.868
JUNE	15,087	13,271	14,246	12,736	11,197	12,061	11,348	11,059	10.148	10 109
JULY	18,745	15,570	15,824	13,495	12,814	13,944	13,921	11,181	10.394	8.644
AUGUST	13,549	12,692	12,633	11,523	10,140	10,419	8,044	8,122	9,012	7.871
SEPTEMBER	7,125	9)6'6	9,866	6,372	8,127	7,473	6,793	7,677	7,169	6.273
OCTOBER	8,073	8,412	9,588	8,098	7,174	6,940	8,442	6,016	5,094	5.976
NOVEMBER	4,462	4,049	4,082	3,395	3,077	3,459	2,504	4,030	2,058	2,449
DECEMBER	2,296	2,289	2,250	1,869	1,565	1,414	1,538	1,320	1,531	1,339
TOTALS	98,947	96,653	97,087	84,106	82,749	78,424	76,917	70,811	ලය. දෙය.	59,578

HATTERAS ISLAND TO OCRACOKE VEHICLES AS RECORDED IN CALENDAR YEARS

HCLES AS	RECORDED 2005	VEHICLES AS RECORDED IN CALENDAR YEARS 2005 2006 20	R YEARS 2007	2008	2009	2010	202	2012	2013	60 77
JANUARY	4,723	4,729	4,982	2,214	4,265	3,761	3,641	3,592	1,236	2.738
FEBRUARY	4,473	4,432	4,337	2,198	4,302	3,443	3,843	3,629	653	2,878
MARCH	9,049	7,744	7,968	8,490	6,654	6,955	6,185	6,215	5,399	4,277
	10,996	13,642	14,318	11,030	13,317	13,470	12,092	11,725	9,140	8,426
	18,856	18,360	17,924	16,924	17,430	17,614	17,362	13,705	16,132	14,605
	25,444	23,622	26,642	22,873	23,459	23,670	23,533	22,356	20,280	18,137
	28,788	27,938	30,638	27,023	27,303	27,938	26,649	25,910	24,387	18,940
AUGUST	26,303	25,691	28,986	24,968	24,172	25,656	18,994	23,503	22,909	20,351
SEPTEMBER	13,311	18,140	20,683	15,258	20,531	15,079	3,707	17,589	18,175	15,391
OCTOBER	13,766	15,518	17,335	14,166	15,749	13,701	6,807	12,213	11,825	15,281
NOVEMBER	8,762	8,507	8,628	7,327	7,044	7,862	6,523	2,721	6,078	5,353
DECEMBER	5,420	5,528	5,188	4,699	4,444	3,989	4,310	2,541	2,985	2,869
TOTALS	169,891	173,851	187,629	157,170	168,670	63,138	136,646	145,699	139,199	129,246
NGERS A	S RECORDE	PASSENGERS AS RECORDED IN FISCAL YEARS	YEARS							
	2005	2008	2007	2008	2009	2010	204	2012	2013	2014
JANUARY	8,499	8,409	8,776	3,848	7,918	6,546	6)309	6,512	1,778	4,921
FEBRUARY	7,930	7,846	7,474	3,696	7,667	5,681	6,659	6,272	1,002	4,954
MARCH	21,480	16,299	16,481	19,303	13,504	14,438	12,879	13,111	11,002	8,252
	28,412	35,261	36,667	27,671	34,978	35,030	34,811	32,647	20,328	20,043
	46,407	45,325	44,981	43,120	41,855	43,195	43,839	35,488	36,249	36,858
	72,350	64,927	77,858	680'69	68,067	67,106	68,246	66,750	54,973	53,208
	84,586	81,777	92,698	83,993	82,353	83,733	79,902	73,962	72,942	56,562
AUGUST	76,282	75,261	88,448	75,392	70,097	74,513	57,111	66,477	66,870	59,333
SEPTEMBER	34,393	45,306	53,572	39,445	51,511	38,643	7,668	43,687	44,219	38,946
OCTOBER	31,947	35,798	41,591	33,202	34,962	32,308	21,231	27,270	27,396	34,374
NOVEMBER	19,436	18,073	18,750	15,730	14,595	16,856	13,535	4,857	12,098	10,799
DECEMBER	10,404	10,635	10,083	9,211	8,441	7,274	8,473	4,527	5,758	5,387
TOTALS	442,126	444,917	497,379	423,700	435,948	425,323	360,663	381,560	354,615	333,637

عهرا الع	SWan Quarter to Ocracoke CALENDAR YEARS 2009-2014	racoke C/	LENDAR Y	EARS 2009	3-2014	
	2009	2010	2011	2012	2013	2014
Total Vehicles	11,544	13,360	16,488	16,023	16.114	14.836
	8,639	10,584	8,078		9 814	8 608
Total non-NC	.2,905	2,776	8.410		6 300	00000
Total Passengers	26,546	(1)	38.062	36.783	25 264	0770
***************************************	<u> </u>	I	= 20/20	20,400	T07/00	25,035

	2011	サイファ	25 525	しっしん	12 713	77/17	12 551	すっつつつす	50 579	010100
-2014	2013	20.40	26.836	0000	12 605	2000	14231	7016	63 338	000/00
ARS 2009	2012		29.902		13.912		15.990		70.811	
LENDAR YE	2011		31,679		15,185	<u> </u>	16,494		76,917	
racoke CA	2010		32,654		19,271		13,383		78,424	-
Cedar Island to Ocracoke CALENDAR YEARS 2009-2014	2009	0,000	23,642		18,323		15,319		82,749	
Cedar		Total 1/0/6/20100	iotal vellicles	\ \frac{1}{2}	lotal NC	(a	I otal non-INC		lotal Passengers	

Hatter	Hatteras Island to Ocracoke CALENDAR YEARS 2009-2014	Ocracoke (CALENDAR	YEARS 200	9-2014	
,	2009	2010	2011	2012	2000	200
Total Vehicles	168 670	162 120	100 000	447 000	CT07	4707
000000000000000000000000000000000000000	70007	707,130	T20,040	145,039	139,199	129,246
Total NC		Wite a service				
Total non NIC						
יטנמו ווסוו-וועכ						
Total Passengers	435.948	475 373	360 663	281 550	250 615	10000
	2. 2/22.	110,01			ついていったのの	333.03/

ALL ROUTES TO OCRACOKE VEHICLES AS RECORDED IN CALENDAR YEARS

00 C	14836	25525	12024	169,607
2013	16.114	76.836	139 199	182,149
2012	16,023	29,902	145,699	191,624
2011	16,488	31,679	136,646	184,813
2010	13,360	32,654	163,138	209,152
2009	11,544	33,642	168,670	213,856
2008	15,648	34,582	157,170	207,400
2007	14,492	40,262	187,629	242,383
2006	12,468	39,716	173,851	226,035
2005	12,073	40,016	169,891	221,980
	SQ->0I	C ->0I	HI->0I	All Routes

GENERAL ASSEMBLY OF NORTH CAROLINA 1991 SESSION

CHAPTER 230 HOUSE BILL 784

AN ACT TO AUTHORIZE HYDE COUNTY TO LEVY A ROOM OCCUPANCY TAX.

The General Assembly of North Carolina enacts:

Section 1. Occupancy tax. (a) Authorization and scope. The Hyde County Board of Commissioners may by resolution, after not less than 10 days' public notice and after a public hearing held pursuant thereto, levy a room occupancy tax of bree percent (3%) of the gross receipts derived from the rental of any room, lodging, or accommodation furnished by a hotel, motel, inn, tourist camp, or similar place within the county that is subject to sales tax imposed by the State under G.S. 105-164.4(a)(3). This tax is in addition to any State or local sales tax. This tax does not apply to accommodations furnished by nonprofit charitable, educational, or religious organizations.

- (b) Collection. Every operator of a business subject to the tax levied under this section shall, on and after the effective date of the levy of the tax, collect the tax. This tax shall be collected as part of the charge for furnishing a taxable accommodation. The tax shall be stated and charged separately from the sales records, and shall be paid by the purchaser to the operator of the business as trustee for and on account of the county. The tax shall be added to the sales price and shall be passed on to the purchaser instead of being borne by the operator of the business. The county shall design, print, and furnish to all appropriate businesses and persons in the county the necessary forms for filing returns and instructions to ensure the full collection of thetax.
- (c) Administration. The county shall administer a tax levied under this section. A tax levied under this section is due and payable to the county finance officer in monthly installments on or before the fifteenth day of the month following the month in which the tax accrues. Every person, firm, corporation, or association liable for the tax shall, on or before the fifteenth day of each month, prepare and render a returnon a form prescribed by the county. The return shall state the total gross receipts derived in the preceding month from rentals upon which the tax is levied.

A return filed with the county finance officer under this section is not a public record as defined by G.S. 132-1 and may not be disclosed except as required by law.

(d) Penalties. A person, firm, corporation, or association who fails or refuses to file the return required by this section shall pay a penalty of ten dollars

(\$10.00) for each day's omission. In case of failure or refusal to file the return or pay the tax for a period of 30 days after the time required for filing the return or for paying the tax, there shall be an additional tax, as a penalty, of five percent (5%) of the tax due in addition to any other penalty, with an additional tax of five percent (5%) for each additional month or fraction thereof until the tax is paid. The board of commissioners may, for good cause shown, compromise or forgive the additional tax penalties imposed by this subsection.

Any person who willfully attempts in any manner to evade a tax imposed under this section or who willfully fails to pay the tax or make and file a return shall, in addition to all other penalties provided by law, be guilty of a misdemeanor and shall be punishable by a fine not to exceed one thousand dollars (\$1,000), imprisonment not to exceed six months, or both.

- (e) Use of tax revenue. Hyde County may use the proceeds of the occupancy tax for any public purpose.
- (f) Effective date of levy. A tax levied under this section shall become effective on the date specified in the resolution levying the tax. That date must be the first day of a calendar month, however, and may not be earlier than the first day of the second month after the date the resolution is adopted.
- (g) Repeal. A tax levied under this section may be repealed by a resolution adopted by the Hyde County Board of Commissioners. Repeal of a tax levied under this section shall become effective on the first day of a month and may not become effective until the end of the fiscal year in which the repeal resolution was adopted. Repeal of a tax levied under this section does not affect a liability for a tax that was attached before the effective date of the repeal, nor does it affect a right to a refund of a tax that accrued before the effective date of the repeal.

Sec. 2. This act is effective upon ratification.

In the General Assembly read three times and ratified this the 5th day of June, 1991.

James C. Gardner President of the Senate

Daniel Blue, Jr.
Speaker of the House of Representatives

GENERAL ASSEMBLY OF NORTH CAROLINA SESSION 1991

CHAPTER 806 HOUSE BILL 1344

AN ACT TO MODIFY THE PROVISIONS GOVERNING EXPENDITURE OF THE HYDE COUNTY OCCUPANCY TAX.

The General Assembly of North Carolina enacts:

Section 1. Section 1(e) of Chapter 230 of the 1991 Session Laws reads as rewritten:

"(e) Use of tax revenue. Hyde County may use the proceeds of the occupancy tax for any public purpose. The county shall spend ninety percent (90%) of the proceds collected on the mainland only for the direct benefit of the mainland. The boad of commissioners shall appoint a five-member mainland advisory board whose members are all residents of the mainland. The board of commissioners shall set the terms of office of the members. The mainland advisory board shall advise the boad of commissioners on the expenditure of tax proceeds for the direct benefit of the mainland. The county shall spend ninety percent (90%) of the proceeds collected on Ocracke only for the direct benefit of the island. The board of commissioners shall appoint a five-member island advisory board whose members are all residents of the island. The board of commissioners shall set the terms of office of the members. members shall be appointed upon the recommendation of the Ocracoke Civic and Business Association, Inc. The island advisory board shall advise the board of commissioners on the expenditure of tax proceeds for the direct benefit of the island"

Sec. 2. This act becomes effective July 1, 1992.

In the General Assembly read three times and ratified this the 30th day of June, 1992.

James C. Gardner
President of the Senate

Daniel Blue, Jr. Speaker of the House of Representatives

GENERAL ASSEMBLY OF NORTH CAROLINA SESSION 2005

SESSION LAW 2006-128 HOUSE BILL 882

AN ACT CREATING A TAXING DISTRICT IN OCRACOKE TOWNSHIP FOR THE PURPOSE OF AUTHORIZING THE LEVY OF A ROOM OCCUPANCY AND TOURISM DEVELOPMENT TAX.

The General Assembly of North Carolina enacts:

SECTION 1. Occupancy Tax. – The Ocracoke Township Taxing District is created. It is coterminous with Ocracoke Township in Hyde County. The Ocracoke Township Taxing District is a body politic and corporate and has the power to carry out the provisions of this act. The Hyde County Board of Commissioners shall serve ex officio as the governing body of the district, and the officers of the county shall serve as the officers of the governing body of the district. A simple majority of the governing body constitutes a quorum, and approval by a majority of those present is sufficient to determine any matter before the governing body, if a quorum is present.

SECTION 2. Authorization and Scope. – The governing body of Ocracoke Township Taxing District may levy a room occupancy tax of up to two percent (2%) of the gross receipts derived from the rental of any room, lodging, or accommodation furnished by a hotel, motel, inn, tourist camp, or similar place within the district that is subject to sales tax imposed by the State under G.S. 105-164.4(a)(3). This tax is in addition to any State or local sales or room occupancy tax. This tax does not apply to accommodations furnished by nonprofit charitable, educational, or religious organizations when furnished in furtherance of their nonprofit purpose.

SECTION 3. Administration. – A tax levied under this act shall be levied, administered, collected, and repealed as provided in G.S. 153A-155, as if it were a county. The penalties provided in G.S. 153A-155 apply to a tax levied under this act.

SECTION 4. Distribution and Use of Tax Revenue. — Ocracoke Township Taxing District shall, on a quarterly basis, distribute the net proceeds of the occupancy tax to the Ocracoke Township Tourism Development Authority created pursuant to Section 5 of this act. The Authority shall use at least two-thirds of the proceeds distributed to it to promote travel and tourism in the district and shall use the remainder for tourism-related expenditures in the district. In accordance with the North Carolina Constitution and the United States Constitution, the tax proceeds may be used only for the direct benefit of Ocracoke Township. None of the proceeds may be used to promote travel or tourism in areas within Hyde County that are outside of the district or for tourism-related expenditures in the county that are outside of the district.

The following definitions apply in this act:

- (1) Net proceeds. Gross proceeds less the cost to the district of administering and collecting the tax, as determined by the finance officer, not to exceed three percent (3%) of the first five hundred thousand dollars (\$500,000) of gross proceeds collected each year and one percent (1%) of the remaining gross receipts collected each year.
- Promote travel and tourism. To advertise or market an area or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in the listed activities.
- Tourism-related expenditures. Expenditures that, in the judgment of the Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, or convention facilities in a district or to attract tourists or business travelers to the district. The term includes tourism-related capital expenditures.

Appointment and Membership. – The Board of Commissioners of Hyde County shall adopt a resolution creating the Ocracoke Township Tourism Development Authority, which shall be a public authority under the Local Government Budget and Fiscal Control Act. The Tourism Development Authority shall have five members in addition to the Finance Officer. The resolution shall provide for the membership of the Authority, including the members' terms of office, and for the filling of vacancies on the Authority. At least one-third of the members must be individuals affiliated with businesses that collect the tax in the district, and at least one-half of the members must be individuals currently active in the promotion of travel and tourism in the district. The Board of Commissioners shall designate one member of the Authority as chair and shall determine the compensation, if any, to be paid to members of the Authority.

The Authority shall meet at the call of the chair and shall adopt mes of procedure to govern its meetings. The Finance Officer for Hyde County shall be the ex officio finance officer of the Authority.

SECTION 5.(b) Duties. – The Authority shall expend the net proceeds of the tax levied under this act for the purposes provided in Section 4 of this act. The Authority shall promote travel and tourism in the district and make tourism-related expenditures in the district.

SECTION 5.(c) Reports. – The Authority shall report quarterly and at the close of the fiscal year to the Hyde County Board of Commissioners on its receipts and expenditures for the preceding quarter and for the year in such detail as the board may require.

SECTION 6. G.S. 153A-215(g) reads as rewritten:

"(g) This section applies only to Alleghany, Anson, Brunswick, Buncombe, Cabarrus, Camden, Carteret, Craven, Cumberland, Currituck, Dare, Davie, Duplin, Durham, Franklin, Granville, Halifax, Madison, Montgomery, Nash, New Hanover, Pasquotank, Pender, Person, Randolph, Richmond, Rockingham, Rowan, Scotland, Stanly, Transylvania, Tyrrell, Vance, and Washington Counties, to Watauga County

District U, and to the Township of Averasboro in Harnett County. County and the Ocracoke Township Taxing District."

SECTION 7. This act is effective when it becomes law.

In the General Assembly read three times and ratified this the 19th day of July, 2006.

- s/ Beverly E. Perdue President of the Senate
- s/ James B. Black Speaker of the House of Representatives

The second second second	The state of the s	Company of the Compan			Commence of the Commence of th					
	TAKEN FROM	TAKEN FROM REVENUE REPORTS)	ORTS)							
	10% MAIN	90% MAIN	MAIN	10% OCRA	90% OCRA	OCRA	MONTHEE	RUNNING	PENALTY	يورزن بدر ويزير واليوان والمراج ويوان والمراجع
<u> </u>	10.3270.0049	75.3270.0048	TOTAL	10.3270.0000	76.3270.0000	TOTAL	TOTAL	TOTAL	10.3270.1000	AMT PD
JUNE as of 7/31	54.72	492.46	547.18	6913.39	62220.49	69133.88	69681.06	69681.06	00'0	69681.06
JULY as of 8/31	55.82	502.26	558.08		80628.96	-89587.75	90145.83	159826.89	00.0	90145.83
AUGUST as of 9/30	50.45	453.99	504.44		81509.62	90566.27	91070.71	250897.60	00.0	91070.71
SEPTEMBER as of 10/31	105.56	949.89	1055.45		38274.97	42.527.77	43583.22	294480.82	***************************************	43583.22
OCTOBER as of 11/30	62.70	564.31	627.01		26451,39	29390,46	30017.47	324498.29		30017.47
NOVEMBER as of 12/31	68.06	612.44	680.50	1200.68	10806.10	12006.78	12687.28	337185.57	0.00	12687.28
DECEMBER as of 1/31	110.70	996.29	1106.99		3162.79	3514.24	4621.23	341806.80		4621.23
JANUARY as of 2/28	158.13	1423.18	1581.31	232.72		2327.01	3908.32	345715.12		3908.32
FEBRUARY as of 3/31	50.50	454.48	504.98			1415.92	1920.90	347636.02		1920.90
MARCH as of 4/30	21.34	192.05	213.39		5117.02	5685.59	5898.98	353535,00	00.0	5898.98
APRIL as of 5/31	19.06	171.49	190.55	1954.92	17594.29	19549.21	19739.76	373274.76	00.0	19739.76
MAY as of 6/30	70.12	630.98	701.10	4281.07	38529.66	42810.73	43511.83	416786.59	0.00	43511.83
+										
1000	827.16	7443.82	8270.98	40851.70	367663.91	408515.61	416786.59	416786.59	00.0	416786.59
% Collected		114.52%			109.75%					
CHECK %s	TOTAL	10% A	ADJ	7 %06	ADJ		BUDGETED 90%		Left to Collect 90%	(0 10
MAINLAND	8270.98	827.10	0.06	7443.88	90.0-		6500.00		-943.82	-14.52%
OCRACOKE	408515.61	40851.56	0.14	367664.05	-0.14		335000.00		-32663.91	-9.75%
L	112702 50	22.042.1	والمراجعة والمستورين و	27510707			-			and restrict primering and a contract of the c

AMIT PD 71909.76 111391.36 77503.04 40695.90 32140.40 10854.87 3509.36 3160.17 2215.67 5697.07 22462.14 43432.40	424972.14	% -5.39% -16.87%
PENALTY 10.3270.1000 0.00 0.00 96.01 96.01 0.00 0.00 0.00 0.00 0.00 0.00 0.00	136.01	Left to Collect 90% -350.42 -54202.04
RUNNING TOTAL 71909.76 183301.12 260804.16 301500.06 333544.45 344399.32 344399.32 347908.68 351068.85 358951.59 381413.73 424836.13	424836.13	
MONTHLY TOTAL 71909.76 111391.36 77503.04 40695.90 32044.39 10854.87 3509.36 3160.17 2215.67 22462.14 43422.40	424836.13	BUDGETTED 90% 6500.00 321300.00
OCRA TOTAL 71262.06 710835.76 77004.00 40309.75 31435.91 10090.66 2451.95 1678.30 1827.79 5317.02 22114.77 42896.56	417224.53	<u> </u>
90% OCRA 76.3270.0000 64135.85 99752.18 69303.60 36278.77 28292.32 2061.59 1510.47 1645.02 4785.31 19903.28 38606.90	375502.04 116.87%	ADJ -0.02
10% OCRA 10.3270.0000 7126.21 11083.58 7700.40 4730.98 3143.59 1009.07 245.20 167.83 182.77 531.71 531.71 531.71	41722.49	90% A 6850.44
PORIS) MAIN TOTAL 647.70 555.60 499.04 499.04 386.15 1057.41 1481.87 387.88 350.05 347.37 525.84	7611.60	ADJ 0.02 0.04
10% MAIN 90% MAIN MAIN 10.3270.0049 75.3270.0048 TO 64.77 582.93 55.56 500.04 449.14 38.62 347.53 60.85 547.63 76.42 687.79 105.74 951.67 148.19 1333.68 38.80 349.08 35.00 315.05 34.75 52.58 473.26	6850.42 105.39%	10% A 761.16 41722.45 42483.61
10.3270.0049 10.3270.0049 64.77 55.56 49.90 38.62 60.85 76.42 105.74 1148.19 35.00 34.75 52.58	761.18	TOTAL 7611.60 417224.53 424836.13
2010-2011 2010-2011 MONTH JUNE as of 7/31 AUGUST as of 9/30 SEPTEMBER as of 11/30 OCTOBER as of 11/30 NOVEMBER as of 12/31 DECEMBER as of 1/31 JANUARY as of 3/31 MARCH as of 5/31 MARCH as of 5/31 MARCH as of 5/31	% Collected	CHECK %s MAINLAND OCRACOKE

OCCUPANCY TAX										Andrewson of the forest property and the same season
	(TAKEN FROM	TAKEN FROM REVENUE REPORTS	ORTS)			mosticatoristication described and the control of t				
2011-2012	10% MAIN	90% MAIN	MAIN	10% OCRA	90% OCRA	OCRA	MONTHLY	RUNNING	PENALTY	tion of the latest the
MONIE	10.3270.0049	75.3270.0048	TOTAL	10.3270.0000	76.3270.0000	TOTAL	TOTAL	TOTAL	10.3270.1000	AMT PD
JUNE as of 7/31	74.68	672.13	746.81		67875.57	75417.30	76164.11	76164.11	00.0	76164.11
JULY as of 8/31	39.33	353.92	393,25	1	107900.66	119889.62	120282.87	196446.98	0.00	120282.87
AUGUST as of 9/30	51.88	466.95	518.83	7002.14	63019.24	70021.38	70540.21	266987,19		70540.21
SEPTEMBER as of 10/31	117.96	1061.67	1179.63			32054.37	33234.00	300221.19	0.00	33234 00
OCTOBER as of 11/30	115.99	1043.91	1159.90	2596.90	23372.07	25968.97	27128.87	327350.06	-	27128.87
NOVEMBER as of 12/31	88.58	71.17	885.75	903.90	8135.09	9038.99	9924.74	337274.80		9924 74
DECEMBER as of 1/31	157.79	1420.14	1577.93	496.82	4471.33	4968.15	6546.08	343820.88	00.0	6546.08
JANUARY as of 2/28	170.29	1532.65	1702.94	195.24	1757.12	1952.36	3655.30	347476.18	00.0	3655.30
FEBRUARY as of 3/31	56.37	507.33	563.70	171.24	1541.19	1712.43	2276.13	349752.31	0.00	2276 13
MARCH as of 4/30	53.68	483.15	536.83	773.88	6964.89	7738.77	8275.60	358027.91	00.0	8275.60
APRIL as of 5/31	26.33	237.01	263.34	2280.40	20523.63	22804.03	23067.37	381095.28	00.0	23067.37
MAY as of 6/30	42.64	383.75	426.39	4378.05	39402.45	43780.50	44206.89	425302.17	10.00	44216.89
							The state of the s			
										Parameter de la
	Carried Co.	المتنافة فالمتناف المساسية المساسية المتناف المتناف المتنافة المتن								
			TE TO THE TOTAL CONTROL OF THE			A A PART THE REAL PROPERTY AND A PARTY AND			The state of the s	
				- Control of the Cont	A CONTRACTOR OF THE CONTRACTOR		***************************************	e de la companya de l		ation of the contract of the c
	995.52	8959.78	9955.30	41534.70	373812.17	415346.87	425302.17	425302.17	10.00	425312.17
% Collected		137.84%			113.69%					
WENT WE	TOTAL	10% ADJ	10	Q00%	ADT		MITTOTAL OF			TO MAN COMPANY AND ADDRESS OF THE PARTY OF T
MAINLAND	9955.30	5.53	-0.01	77.6	10.0	4	6500 001		7/40 Collect 90%	707 0 407
OCRACOKE	415346.87	41534.69	0.01	373812.18	-0.01		328800,00		45012 17	-37.0470
THE PROPERTY OF THE PROPERTY O	425302.17	42530.22		382771.95					1.001.001	0/20.01
•	7.				-	F			,	

AMT PD 82653.73 107709.20 74952.42 47716.59 27535.06 9704.72 4687.99 3130.17 2139.78 9044.91 15384.27	424568.61 -28.66% -11.29%
PENALTY 10.3270.1000 0.00 0.00 0.00 0.00 0.00 0.00 0.	1.eft to Collect 90% -1863.19 -37911.80
RUNNING TOTAL 82653.73 190362.93 265284.59 313001.18 340536.24 350240.96 354928.95 358059.12 360198.90 369243.81 384628.08	424527.85
MONTHLY TOTAL 82653.73 107709.20 74921.66 47716.59 27535.06 9704.72 4687.99 3130.17 2139.78 9044.91 15384.27 39899.77	424527.85 BUDGETTED 90% 6500.00 335800.00
OCRA TOTAL 82052.75 107129.14 74087.41 46893.80 27221.20 8739.05 3138.59 1617.17 1592.78 8605.48 14892.28 39265.75	415235.40 B
90% OCRA 76.3270,000 73847.47 96416.23 66678.67 42204.42 24499.08 7865.14 2824.69 1455.45 1433.50 7744.93 13403.05 35339.17	373711.80 111.29% ADJ -0.02
10% OCRA 10.3270.0000 8205.28 10712.51 7408.74 468.38 272.12 873.91 161.72 159.28 860.55 1489.23 3926.58	90% A 8363.21 8363.21 373711.86 382075.06
PORTS) MAIN TOTAL 600.98 580.06 834.25 822.79 313.86 965.67 1549.40 1549.40 1549.40 634.02	ADJ 0.01 0.06
10.3270.0049 T5.3270.0048 TO 60.10 540.88 58.01 522.05 83.43 750.82 82.24 796.57 869.10 154.94 1394.46 151.30 1361.70 547.94 395.49 492.20 63.40 570.62	8363.19 128.66% 10% A 929.25 41523.34 42452.78
10% MAIN 10.3270.0049 60.10 58.01 83.43 82.28 82.28 31.39 96.57 154.94 151.30 54.70 43.94 49.20	929.26 TOTAL 9292.45 415235.40 424527.85
2012-2013 2012-2013 MONTH JUNE as of 7/31 JUNE as of 9/30 SEPTEMBER as of 10/31 OCTOBER as of 11/30 NOVEMBER as of 1/31 DECEMBER as of 1/31 JANUARY as of 2/28 FEBRUARY as of 2/28 FEBRUARY as of 5/31 MARCH as of 6/30 APRIL as of 6/30	% Collected CHECK %s MAINLAND OCRACOKE

Ben and Allender School Control Contro	And the second section of the s	LX	OOO AMT PD	29.96 85584.85	0.00 102170.09		41.27 42384.70	0.00 27298.41		0.00 8209.14	0.00 3343.00			2			48 442442 66		et 90%	34 -31.65%	
	mereninin iaramon fire de deservação de la compansión de la compansión de la compansión de la compansión de la	ING PENALTY	AL 10.3270.1000	85554.89	87724,98	-			o maria de la compania del la compania de la compania del la compania de la compania del la compania de la comp	366178.89	بالسيندول سياسان كالموسان مخصوص		tábiliti pizitály, promovenský k	A STANSON OF THE PROPERTY OF T			6.18 116.48		Left to Collect 90%	-2057.34	-53736.22
		HEY RUNNING	AL TOTAL			<u>90507.39</u> 2782	42343.43 3205	27298.41 347874.21		8209.14 3661			4778.70 375671.41		45433.47 442326.18		442326.18 442326.18		LD 90%	6500.00	00.00
A PARTITION OF THE PROPERTY OF		OCRA MONTHLY	TOTAL TOTAL					26768.03 27	9368.20 10	6670.04 8		1017.79		Ì	45103.26 45	Control Control	432818.01 4423		BUDGETED 90%	9	335800.00
HARAN AND AND AND AND AND AND AND AND AND A		90% OCRA O		76346.32		80766.04		24091.23	8431.37	6003.04	1674.92			18770.97	40592.93		389536.22	116.00%		-0.01	0.01
entranska (kalantimoneskina entranska)		10% OCRA	10.3270.0000	8482.92	10116.68	8974.00	4114,17	2676.80	936.83	00'.299	186.10	101.78	429.52	2085.66	4510.33		43281.79		90% (AD)	8557.35	389536.21
	PORTS)	MAIN	TOTAL	725.65	1003,25	767.35	1201.68	530.38	727.34	1539.10	1481.98	353.03	483.53	364.67	330,21		9508.17		ADJ ·	0.01	-0.01
	TAKEN FROM REVENUE REPORTS)	90% MAIN	75.3270.0048	. 653.08	902.92	690.61	1081.51		654.61	A CONTRACTOR OF THE PARTY OF TH	1333.78		435.18	328.20	297.19		8557.34	131.65%	10%	950.82	43281.80
	(TAKEN FRO)	10% MAIN	10.3270.0049	72.57	100.33	76.74	120.17	53.04	72.73	153.91		35.30	48.35	and the second second	33.02		950.83		TOTAL	9508.17	432818.01
OCCUPANCY TAX		2013-2014	MONTH	JUNE as of 7/31	JULY as of 8/31	THE WANGUST as of 9/30	SEPTEMBER as of 10/31	OCTOBER as of 11/30	NOVEMBER as of 12/31	DECEMBER as of 1/31	JANUARY as of 2/28	FEBRUARY as of 3/31	MARCH as of 4/30	APRIL as of 5/31	MAY as of 6/30			% Collected	CHECK %s	MAINLAND	OCRACOKE

AMT PD 88826.42 97343.28 96093.09 45546.19 29980.67 17079.63 0.00 0.00 0.00 0.00 0.00 0.00	374869.28	% 21.69% 1.04%
PENALITY 10.3276,1000 0.00 0.00 0.00 0.00 0.00 0.00 0.00	0.00	Left to Collect 90% 1410.08 3507.56
RUNNING TOTAL 188826.42 186169.70 28226.79 327808.98 37789.65 374869.28 374869.28 374869.28 374869.28 374869.28	374869.28	
MONTHLX TOTAL 88826.42 97343.28 96093.09 45546.19 29980.67 17079.63 0.00 0.00 0.00 0.00 0.00	374869.28	BUDGETTED 90% 6500.00 335800.00
OCRA TOTAL 87680.90 96218.32 95106.39 44482.56 29410.53 16315.12 0.00 0.00 0.00 0.00 0.00 0.00	369213.82	
90% OCRA 76.3270.0000 78912.81 86596.49 85595.75 40034.30 26469.48 14683.61	332292,44 98.96%	ADJ 0.00
10% OCRA 10.3270.0000 8768.09 9621.83 9510.64 4448.26 2941.05 1631.51	36921.38	90% A 5089.91 332292.44 337382.35
PORTS) MAIN TOTAL 1145.52 1124.96 986.70 1063.63 570.14 764.51 0.00 0.00 0.00 0.00 0.00	5655,46	ADJ -0.01
10% MAIN 90% MAIN M 10.3270.0049 75.3270.0048 TO 114.55 1030.97 112.50 1012.46 98.67 888.03 106.36 957.27 57.01 513.13 76.45 688.06	5089.92 78.31%	10% A 565.55 36921.38 37486.93
(TAKEN FROM 10% MAIN 10.3270.0049 112.50 98.67 165.65 57.01 76.45	565.54	TOTAL 5655.46 369213.82 374869.28
OCCUPANCY TAX 2014-2015 MONTH JUNE as of 7/31 JUNE as of 8/31 AUGUST as of 8/31 AUGUST as of 1/31 OCTOBER as of 1/31 DECEMBER as of 1/31 JANUARY as of 2/28 FEBRUARY as of 2/28 FEBRUARY as of 5/31 MARCH as of 6/30 APRIL as of 5/31 MAY as of 6/30	% Collected	CHECK %s MAINLAND OCRACOKE

Total Ocrac	oke (Total Ocracoke Occupancy Tax Collected	ollected			
		2010	2011	2012	2013	2014
January		\$2,327.01	\$1,678.30	\$1,952.36	\$1,617.17	\$1,861.02
February	- 4	\$1,415.92	\$1,827.79	\$1,712.43	\$1,592.78	\$1,017.79
March		\$5,685.59	\$5,317.02	\$7,738.77	\$8,605.48	\$4,295.17
April		\$19,549.21	\$22,114.77	\$22,804.03	\$14,892.28	\$20,856.63
May		\$42,810.73	\$42,896.56	\$43,780.50	\$39,265.75	\$45,103.26
June	12	\$71,262.06	\$75,417.30	\$82,052.75	\$84,829.24	\$87,680.90
July	eyis.	\$110,835.76	\$119,889.62	\$107,129.14	\$101,166.84	\$96,218.32
August	7 2 27	\$77,004.00	\$70,021.38	\$74,087.41	\$89,740.04	\$95,106.39
September		\$40,309.75	\$32,054.37	\$46,893.80	\$41,141.75	\$44,482.56
October		\$31,435.91	\$25,968.97	\$27,221.20	\$26,768.03	\$29,410.53
November		\$10,090.66	\$9,038.99	\$8,739.05	\$9,368.20	\$16,315.12
December		\$2,451.95	\$4,968.15	\$3,138.59	\$6,670.04	
TOTALS	\$	415,178.55 \$	411,193.22	411,193.22 \$ 427,250.03	\$ 425,657.60 \$ 442,347.69	\$ 442,347.69

.

10				
	Collected (3%)	OT Collected (3%) Total Lodging Revenue Additional 2% Additional 1%	Additional 2%	Additional 1%
2010	\$415,178.55	\$13,839,285.00	\$276,785.70	\$138,392.85
2011	\$411,193.22	\$13,706,440.66	\$274,128.81	\$137,064.41
2012	\$427,250.03	\$14,241,667.66	\$284,833.35	\$142,416.68
2013	\$425,657.60	\$14,188,586.66	\$283,771.73	\$141,885.87
2014	\$442,347.69	\$14,744,923.00	\$294,898.46	\$147,449.23

Direct Tourism Indirect Tourism Community Oriento	ed	\$55,250.0 \$54,550.0 \$489,682.0	0
Direct TOTAL	Amount	\$30,000 \$10,000 \$12,750	Line Item Lewis Advertising OCBA Travel/Tourism Director OCBA Tourism promotion Hyde Chamber
Indirect	Amount	\$26,000 \$2,000 \$12,050	Line Item Lifeguards Pirate Jamboree British Cemetery Ceremony Fourth of July Ocrafolk Festival
Community	Amount	\$14,497 \$5,000 \$48,000 \$10,000 \$80,000 \$1,590 \$180,000 \$35,000 \$21,345	OVFD Frieds of the Library Hyde EMS Ocracoke Child Care Ocracoke Chile Care McClees Consulting

via telephone with 9/12/2014

- What kind of advertising mediums do you use?
 - Local rack cards
 - Yes, old and pricey
 - On the walking map
 - Local newspaper print or online
 - Used to, but got so expensive
 - Regional news outlets print or online
 - Advertise with AAA, which is the biggest, put in their tour book
 - Get 10% discount and have to honor senior discount
 - Organizational fee \$1200 fees, real ads \$1500-2500
 - Magazines
 - Used to do fishing magazine and watersports, our state
- Do you have a target audience?
 - o Raleigh, Winston, Charlottesville are
- When do you start advertising for the summer season?
 - o Tend to do local causes school, fire dept.
- Do you hire an advertiser? Do you find marketing stressful?
 - o No, always did it personally
- Do you ask customers how they found you? What are the most common responses?
 - Word of mouth, family
 - Have 3rd generation families, big repeat business
- Do you think your current marketing efforts are effective?
 - Yes, but only to a point
- What is your average length of stay?
 - o Used to be 1 week, down to 2-3 days
- Do you advertise specials?
 - We slide our rates around, and don't charge more for the weekend. Beginning of Sept. we went into October rates, which is a lot cheaper.
 - o Used to do four rate schedules.
- Do you belong to any other local business groups that do marketing?
 - OCBA
- What do you think draws people to Ocracoke and your business?
 - One of the few places under \$100
- Do you have a marketing goal for next year?
 - Basically, we know when people call we say we have a budget that we've always
- What kind of publications would you like to see Ocracoke featured in?
 - Southern Living. Ocracoke made the cover one time.
 - Our State

via telephone with 2 9/17/2014

- What kind of advertising do you do?
 - o Local rack cards, local radio, local news (print/online)
 - Rack cards, advertise on variety of periodicals and quasi-
 - Observers, island free press, obx sentinel
 - B&B.com, 10-15 online directories
- Do you have a target audience?
 - o Don't target any geographic area
 - o NCBBI- North Carolina Bed & Breakfast Inns
- Are you open year-round?
 - o Except January
- When do you start advertising for the season?
 - o Ongoing process, annualized
- Approximately how much do you spend on advertising each year?
 - o 10% of annual operating cost \$15,000: includes operating the website
- Do you hire an advertiser?
 - o No, take advice from outlets
- Do you ask customers how they found you? What are the most common responses?
 - o Yes, typically online. Word of mouth. Lot of returning guests
- Do you think your current marketing efforts are effective?
 - Wish we had a better means of measuring that effectiveness. There is a service called google analytics, that we subscribe to, every quarter we get a read out on the principal sources of online referral and what device it was done on
- What is your average length of stay?
 - o 2-3 days occasionally 1 week
- Do you advertise specials?
 - We do and have done in the past, we got into specials with dinner reservations, massage,
 - 10% discounts for returning guests, military, and stays of 5 nights or more. Advertise through trip advisor
- Do you belong to any other local business groups that do marketing?
 - o OBX chamber, Hyde County Chamber, OCBA
 - o NCBBI
 - o PAII, Professional Association of Inns and Innkeepers more for conferences and business advice, not marketing
- Do you have a marketing goal for next year?
 - o Play this by ear, review if we're happy with the plan
- What kind of publications would you like to see Ocracoke featured in?
 - We have worked with Raleigh N&O, Richmond, Washingtonian
 - o Sundae is doing a great job with advertising
 - o OurState

__ via telephone with 9/17/2014

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Online booking, trip advisor, rack cards, mail them to welcome visits
 - Regional radio, regional TV, regional news (print/online)
 - Virginia pilot didn't get much business from that
 - OneBoat Guide (\$1000/year)
- Do you have a target audience?
 - o No, mixed bag. Lot of Europeans, Virginia, Florida, SC, NC
 - o No kids, no pets. Mainly couples
- Are you open year-round?
 - o No, closed Mid Nov Feb
- When do you start advertising for the season?
 - o Probably around May. Don't have the funds until that time
- Approximately how much do you spend on advertising each year?
 - o \$5,000K
- Do you hire an advertiser?
- Do you ask customers how they found you? What are the most common responses?
 - o Most of the time it's the internet, google search, tripadvisor, fodors.
- What is your average length of stay?
 - o 3 days
- Do you advertise specials?
 - o No
- Do you belong to any other local business groups that do marketing?
 - o OCBA
 - o One Boat
 - O Used to do the chamber but didn't get much from it.
- Do you have a marketing goal for next year?
 - o I would like to get back to where we were in 2007/2008
- What kind of publications would you like to see Ocracoke featured in?
 - We've been in the New York Times, Dr. Beach,
 - Southern Living! OurState
 - Bob Garner NC TV

Out of the blue she said "I hope the occupancy tax doesn't go up."

via telephone with

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Rack cards, WOVV, website, facebook
 - Regional radio, regional TV, regional news (print/online)
 - Oneboat guide, AAA, advertise for the marine in different waterway guides
- Do you have a target audience?
 - o Boat, Norfolk, Richmond, eastern NC, travelers, walk-ins from the ferry
- Are you open year-round?
 - o Closed first of December, re-open mid march
- When do you start advertising for the season?
 - o Ongoing
- Approximately how much do you spend on advertising each year?
 - o 1K/month ~\$12,000
- Do you hire an advertiser?
 - o No, we have a local manager that handles marketing
- Do you ask customers how they found you? What are the most common responses?
 - Internet and walk-ins, repeat/word of mouth
 - The marina hosts several boat groups per year, which flows over to the hotel
- Do you think your current marketing efforts are effective?
 - O Yes. We've been watching it over the years
- What is your average length of stay?
 - o Mostly 1-3 days, sometimes 1 week stays in a suite
- Do you advertise specials?
 - The only thing we advertise is on the website, summer special discount or fall special discount
 - o Have tried to put out specials in local newspapers to drum up business
- Do you belong to any other local business groups that do marketing?
 - o OCBA, board of pirate jamboree, donate through the school, both chambers
 - ThinkOcracoke
- Do you have a marketing goal for next year?
- What kind of publications would you like to see Ocracoke featured in?
 - o Our State
 - o Southern Living or Coastal Living
 - o One thing that would help if the OBX Chamber would recognize Ocracoke



For more information, contact: Sarah Johnson (252) 542-0842 sarah.johnson@hydecountync.gov

Basic Operations
Are you open all year? X Yes
□ No
If NO, what months are you closed?
What is your typical guests' average length of stay?
☐ 1 night
☑ 2 nights
☐ 3 nights
, 🗆 3-5 nights
☐ 1 week or more
Marketing Strategies
What kind of marketing do you do? (Please circle all that apply)
Date Local rack cards, local radio, local news (online/print)
☐ Regional radio, regional news (online/print), regional TV
젖 Online directories
☐ Magazines
Other:
Do you hire an advertiser or work with a consultant?
☐ Yes
. ⊠ No
Only on certain projects
Approximately how much do you spend on advertising each year?
□ \$100-500
□ \$500-2,500
□ \$2,500-5,000
□ \$5,000-10,000
⊠ \$10,000-25,000
□ \$25,000+

	Do you have a target audience? □ Yes
	□ Tes
	If YES, what groups or geographical areas do you target?
	When do you start advertising for the season?
	☼ It's an ongoing process
	☐ Specific time:
	When guests book a stay, do you ask how they found you? ☑ Yes
	□ No
,	If YES, what are the most common responses? ON GNE, REPEAT CVETO-60
	Do you advertise specials?
	☐ Yes
	图 No, but my rates change by season
	If YES, what kind of specials?
	Do you think your current marketing efforts are successful?
	▼Yes
	□ No
	Do you have a marketing goal for next year?
	☐ Yes
	₩ No
	If YES, what are they?
	And the supply of the supply o
	Do you belong to any umbrella business groups that do advertising?
	ಲ್ಲಿ Ocracoke Civic & Business Association
	Hyde County Chamber of Commerce
	Outer Banks Chamber of Commerce
	☐ Think Ocracoke
	Other:
	What kind of publications would you like to see Ocracoke featured in?

e de la composition La

Addition	al Comments
· · · · · · · · · · · · · · · · · · ·	
	Transfer in transfer and the service of the service
* (*174.77.51) 59 mm tumon n	The state of the s
* # - >% #* 15 *;********	
About Yo	ou (optional)
Name	
Business	The statement of the st
Phone	
Email	
	Thank you for your participation!



For more information, contact: Sarah Johnson (252) 542-0842 sarah.johnson@hydecountync.gov

Basic Op	perations
Ď Y	open all year? ′es lo), what months are you closed?
□ 1 □ 3 □ 3	our typical guests' average length of stay? night nights nights -5 nights week or more
Marketing	g Strategies
П В В В П	of marketing do you do? (Please circle all that apply) ocal rack cards, local radio, local news (online/print) egional radio, regional news (online/print), regional TV nline directories agazines ther:
Do you hir □ Ye ÀN No	re an advertiser or work with a consultant?
\$1 \$5 □ \$2 □ \$5	ately how much do you spend on advertising each year? 500-2,500 2,500-5,000 5,000-10,000 10,000-25,000
□ \$2	?5.000±

Do you have a target audience?	
☐ Yes ☑No	
gr.	
f YES, what groups or geographical areas do you target?	######################################
When do you start advertising for the season?	School and the school
It's an ongoing process	
□ Specific time:	
When guests book a stay, do you ask how they found you?	F F TTO APP AND ARE 1978
☐ Yes	
∠ED No	
If YES, what are the most common responses?	
	د در
Do you advertise specials?	
☐ Yes	
No, but my rates change by season	
If YES, what kind of specials?	والمراوع وا
Do vou think your ourse to a few thinks the same of th	and were after the second base in the work have
Do you think your current marketing efforts are successful?	
□ No	
	•
Do you have a marketing goal for next year?	
XÍ) No	
<i>y</i> , · ·	
(If YES, what are they?	nam anguagaman pagarapang a ann m
Do you belong to any umbrolla business and the same of	to come to employed up about a transport of
Do you belong to any umbrella business groups that do advertising? Ocracoke Civic & Business Association	
Hyde County Chamber of Commerce	
Outer Banks Chamber of Commerce	
☐ Think Ocracoke	
Other:	Color and the state of the description described to the state of the s
What kind of publications would you like to see Ocracoke featured in?	

Additional Comments	
	in a transference on door anable some
to the war, and the contract the same will be an experience and the war to be a second to be a second to the contract to the c	
The second secon	ang yan da aran, et a aan na an ahaan maa
About You (optional)	************
Name	
Business	-
Phone	
Email	* **********
	***** * * * * * * * * * * * * * * * * *
Thank you for your participation!	

For more information, contact: Serah Johnson (252) 542-0342 serah johnson@hydecountync.gov

The Hyde County Office of Planning and Economic Development is researching marketing on Ocracoke island. This brief survey will help us understand what marketing strategies Ocracoke's lodging industry currently utilizes. If you prefer to discuss the survey questions over the telephone, please call Sarah Johnson at (252) 542-0842.

Basic Operations Are you open all year? O Yes Z No THO, what months are you closed? what is your typical guests' average length of stay? I 1 night 四 2 rights I 3 nights 3-5 nights I t week or more Marketing Strategies What kind of marketing do you do? (Please circle all that apply) Local rack cards, local radio, local news (online/print) Regional radio, regional news (online/print), regional TV I Online directories ☐ Magazines □ Other: Do you hire an advertiser or work with a consultant? ☐ Yes 'C' No ☐ Only on certain projects Approximately how much do you spend on advertising each year? □ \$100-500 □ \$500-2,500 **\$2,500-5,000** 独 \$5,000-10,000 □ \$10,000-25,000 □ \$25,000÷

Do you have a target audience?
□ Yes
S Me
If YES, what groups or geographical areas do you target?
When do you start advertising for the season? If it's an engoing process Specific time:
When guests book a stay, do you ask how they found you? ☐ Yes ☐ Mo
17 (ES, what are the most common responses?
Do you advertise specials?
☐ Me, but my rates change by season if YES, what kind of specials?
Do you think your current marketing efforts are successful? 位, Yes 口 No
Do you have a marketing goal for next yea.? ☐ Yes ☑ No If YES, what are they?
Do you belong to any umbrella business groups that do advertising? ② Ocracoke Civic & Business Association ② Hyde County Chamber of Commerce ② Outer Banks Chamber of Commerce ② Think Ocracoke □ Other:

What kind of publications would you like to see Ocracoke featured in?

Additional Comments

About You (optional)

Name

Susiness

Phone

Email



For more information, contact: Sarah Johnson (252) 542-0842 sarah.johnson@hydecountync.gov

Basic Uperations
Are you open all year? ☐ Yes ☒ No
If NO, what months are you closed?
What is your typical guests' average length of stay? ☐ 1 night ☐ 2 nights ☐ 3 nights ☐ 3-5 nights ☐ 1 week or more
Marketing Strategies
What kind of marketing do you do? (Please circle all that apply) Local rack cards local radio (local news (online/print)) Regional radio, regional news (online/print), regional TV Online directories Magazines Other:
Do you hire an advertiser or work with a consultant? ☐ Yes ☐ No ☐ Only on certain projects
Approximately how much do you spend on advertising each year? □ \$100-500 □ \$500-2,500 □ \$2,500-5,000 □ \$5,000-10,000 □ \$10,000-25,000
□ \$25,000+

If YES, what groups or geographical areas do you target? When do you start advertising for the season? □ It's an ongoing process □ Specific time:	
When do you start advertising for the season? 以 It's an ongoing process 口 Specific time:	t da da alama and hada asa.
It's an ongoing process ☐ Specific time:	المعادلة ال
以 It's an ongoing process □ Specific time:	
☐ Specific time:	
M/hop quote back	
When guests book a stay, do you ask how they found you?	9
© Yes	
□ No	
If YES, what are the most common responses?	وموروم والمعادرة والمعادر والمدار والمراد والمعادرة والمعادرة والمعادرة والمعادرة والمعادرة والمعادرة والمعادرة
Do you advertise specials?	مقار کیداد می کارشان باز در اینجست و میزدان در
Yes	
☐ No, but my rates change by season	
If YES, what kind of specials?	
The state of the s	to properly assessing the Land American
Do you think your current marketing efforts are successful?	
区 Yes	
□ No	
Do you have a marketing goal for next year?	
☐ Yes	
⊠ No	
If YES, what are they?	والمعالمة المراقبة المعالمة المراقبة المراقبة المراقبة المراقبة المراقبة المراقبة المراقبة المراقبة المراقبة ا
the second state controlled in a second sect of between a second sections and second sections and second sections are second sections and second second sections and second secon	
Do you belong to any umbrella business groups that do advertising? ☑ Ocracoke Civic & Business Association	
Hyde County Chamber of Commerce	
☑ Outer Banks Chamber of Commerce	
☐ Think Ocracoke	
Other:	
What kind of publications would you like to see Ocracoke featured in?	والمستركة والمستركة المرتبعة والمستركة والمستر

Addition	nal Comments
	The above of the special property of the special speci
	the light rate of the contract
About Y	ou (optional)
Name	
Business	17 S. The state of
Phone	
Email	
	A many contract of the part of

Thank you for your participation!



For more information, contact: Sarah Johnson (252) 542-0842 sarah.johnson@hydecountync.gov

~	
e of the sec	
	Do you have a target audience?
	☐ Yes
	□-No
	If YES, what groups or geographical areas do you target?
	When do you start advertising for the season?
	□ It's an ongoing process
	☐ Specific time:
	When guests book a stay, do you ask how they found you? ☐ Yes
	© No
	If YES, what are the most common responses?
	Do you advertise specials?
	☐ Yes
	No, but my rates change by season
	If YES, what kind of specials?
	The state of the s
	Do you think your current marketing efforts are successful? ☐ Yes
	□ No
	WMOSHY
	Do you have a marketing goal for next year?
	☐ Yes
	E No
	If YES, what are they?
	Do you belong to any umbrella business groups that do advertising?
	Ocracoke Civic & Business Association
	Hyde County Chamber of Commerce
	U Outer Banks Chamber of Commerce
	☐ Think Ocracoke
	☐ Other:
	What kind of publications would you like to see Ocracoke featured in?
	- Legistral neuspapers - Hills L. D. II T.
eque "	Rednord, VA Also around thiladelphia, PA & Othis.
•	Lots like we from Philly & Otto

e de la composition La composition de la

Additional Comments		
When the island ?	5 fan its fan - like	Sum and
More advertising	In EARLY SPECE +	fall deal
- Gewar ole Wa	in EARLY Spring it	used to be
About You (optional)	e en un marin de	
Name	2.00	
Business		
Phone 7		e destro d'ordina estatura d'estatua de sustantiques.
Email		e e e e e e e e e e e e e e e e e e e
- •	Thank you for your participation!	etaletanet () etamoratikoko etamoniko () etaletakoa ()

Online References

- Access NC (NC Department of Commerce). Top 25 Employers by NC County; Hyde. Retrieved from http://accessnc.commerce.state.nc.us/docs/topEmployers/topEmp_37095.pdf
- Department of Commerce, North Carolina. *Tourism Research*. Retrieved from http://www.nccommerce.com/tourism/research
- Department of Revenue, North Carolina. Local Government Sales and Use Tax Distribution. Retrieved from http://www.dornc.com/publications/reimbursement.html#sandu
- Ferry Division, North Carolina Department of Transportation. Ferry Division traffic reports by route and month distributed by Mary Willis. Microsoft Excel file available upon request.
- McLaughlin, C. (2013, November 11). Occupancy Tax 101 [UNC School of Government blog post]. Retrieved from http://canons.sog.unc.edu/?p=7399
- North Carolina Coast Host. *About NC Coast Host*. Retrieved from http://www.coasthost-nc.com/about-nc-coast-host/
- North Carolina's Northeast Alliance. *Northeast Tourism (NET)*. Retrieved from http://www.ncnortheast.info/regional-partners/northeast-tourism/
- School of Government, University of North Carolina. Occupancy Tax Overview; Updated through 2013 Regular Session. Retrieved from http://canons.sog.unc.edu/wp-content/uploads/2013/11/OCCUPANCY-TAX-OVERVIEW-TABLE.pdf

- (1) Net proceeds. Gross proceeds less the cost to the distict of administering and collecting the tax, as determined by the finance officer, not to exceed three percent (3%) of the first five undred thousand dollars (\$500,000) of gross proceeds collected each war and one percent (1%) of the remaining gross receipts collected each year.
- Promote travel and tourism. To advertise or market an rea or activity, publish and distribute pamphlets and other materials, conduct market research, or engage in similar promotional activities that attract tourists or business travelers to the area. The term includes administrative expenses incurred in engaging in the listed activities.
- Tourism-related expenditures. Expenditures that, in the judgment of the Tourism Development Authority, are designed to increase the use of lodging facilities, meeting facilities, or convention facilities in a district or to attract tourists or business travelers to the district. The term includes tourism-related capital expenditures.

Appointment and Membership. — The Board of Commissioners of Hyde County shall adopt a resolution creating the Ocracoke Township Tourism Development Ambority, which shall be a public authority under the Local Government Budget and Fiscal Control Act. The Tourism Development Authority shall have five members in addition to the Finance Officer. The resolution shall provide for the membership of the Authority, including the members' terms of office, and for the filling of vacancie on the Authority. At least one-third of the members must be individuals affiliated with businesses that collect the tax in the district, and at least one-half of the members must be individuals currently active in the promotion of travel and tourism in the district. The Board of Commissioners shall designate one member of the Authority as chair and shall determine the compensation, if any, to be paid to members of the Authority.

The Authority shall meet at the call of the chair and shall adopt mees of procedure to govern its meetings. The Finance Officer for Hyde County shall be the ex officio finance officer of the Authority.

SECTION 5.(b) Duties. – The Authority shall expend the net proceeds of the tax levied under this act for the purposes provided in Section 4 of this act. The Authority shall promote travel and tourism in the district and make tourism elated expenditures in the district.

SECTION 5.(c) Reports. – The Authority shall report quarterly and at the close of the fiscal year to the Hyde County Board of Commissioners on its receipts and expenditures for the preceding quarter and for the year in such detail as the board may require.

SECTION 6. G.S. 153A-215(g) reads as rewritten:

"(g) This section applies only to Alleghany, Anson, Brunswick, Burombe, Cabarrus, Camden, Carteret, Craven, Cumberland, Currituck, Dare, Davie, Duplin, Durham, Franklin, Granville, Halifax, Madison, Montgomery, Nash, New Henover, Pasquotank, Pender, Person, Randolph, Richmond, Rockingham, Rowan, Sotland, Stanly, Transylvania, Tyrrell, Vance, and Washington Counties, to Watauga County

District U, and to the Township of Averasboro in Harnett County. County and the Ocracoke Township Taxing District."

SECTION 7. This act is effective when it becomes law.

In the General Assembly read three times and ratified this the 19th day of July, 2006.

s/ Beverly E. Perdue President of the Senate

s/ James B. Black Speaker of the House of Representatives

		A	100 AMT PD					0.00 30017.47		0.00 4621.23		0.00 1920.90					0.00 416786.59		1 90%	821 -14.52%	
		PENALTY	10.3270.1000	·		-			***************************************	***************************************	Witness			***************************************			0.		Left to Collect 90%	-943.82	-32663.91
		RUNNING	TOTAL	69681.06	159826,89	250897.60	294480.82	324498.29	337185.57	341806.80	345715.12	347636.02	353535.00	373274.76	416786.59		416786.59				
al decorate		MONTHEX	TOTAL	69681.06		91070.71		30017.47		4621.23		in the strange party and the strange party a	5898.98	19739.76	43511.83		416786.59		BUDGETED 90%	6500.00	335000.00
		· OCRA	TOTAL	88.55169	89587.75	90566.27	42527.77	29390.46	12006.78	3514.24	2327.01	1415,92	5685.59	19549.21	42810.73		408515.61				
		90% OCRA	76.37	62220.49		81509.62	38274.97	26451.39	10806.10	3162.79		1274.33	5117.02	17594,29	38529.66		367663.91	109.75%	ADJ	-0.06	-0.14
		10% OCRA	10.32	6913.39					1200.68	351.45	232.72		568.57	1954.92	4281.07		40851.70		90% A	7443.88	367664.05
	PORTS)	MAIN	TOTAL	547.18	558.08	504.44	1055.45	627.01	680,50	1106.99	1581.31	504.98	213,39	190.55	701.10		8270.98	v	ADJ	0.06	0.14
	TAKEN FROM REVENUE REPORTS	90% MAIN	75.3270.0048	492.46	502.26	453.99		564.31	612.44	996.29	1423.18	454.48	192.05	171.49	630.98		7443.82	114.52%	10% A	827.10	40851.56
	(TAKEN FROM	10% MAIN	10.3270.0049	54.72	55.82	50.45	105.56	62.70	90.89	110.70	158.13	50.50	21.34	19.06	70.12		827.16		TOTAL	8270.98	408515.61
OCCUPANCY TAX		2009-2010	MONTH	JUNE as of 7/31	JULY as of 8/31	AUGUST as of 9/30	SEPTEMBER as of 10/31	OCTOBER as of 11/30	NOVEMBER as of 12/31	DECEMBER as of 1/31	JANUARY as of 2/28	FEBRUARY as of 3/31	MARCH as of 4/30	APRIL as of 5/31	MAY as of 6/30			% Collected	CHECK %s	MAINLAND	OCRACOKE

	AMIL PD 71909.76 111391.36 77503.04 40695.90 32140.40 10854.87 3509.36 3160.17	22462.14 43432.40 424972.14	-5.39% -16.87%
	PENALITY 10.3270.1000 0.00 0.00 96.01 0.00 0.00 0.00	30.00 0.00 10	-5420 <u>2.04</u>
	RUNNING TOTAL 71909.76 183301.12 260804.16 301500.06 333544.45 344399.32 347908.68 35108.85	358951.59 381413.73 424836.13 424836.13	
	MONTELY TOTAL 71909.76 111391.36 77503.04 40695.90 32044.39 10854.87 3509.36 3160.17	5667.07 22462.14 43422.40 424836.13	6500.00 321300.00
	OCRA TOTAL 71262.06 110835.76 77004.00 40309.75 31435.91 10090.66 2451.95 1678.30	5317.02 22114.77 42896.56 417224.53	
	90% OCRA 76.3270.0000 64135.85 99752.18 69303.60 36278.77 28292.32 9081.59 1510.47 1645.02	388 388 3755	-0.02
	10% OCRA 10.3270.0000 7126.21 11083.58 7700.40 4030.98 3143.59 1009.07 245.20 167.83	2311.49 4289.66 4289.66 41722.49 41722.49	6850.44 375502.08 382352.52
		Z Z	0.02
	TAKEN FROM REVENUE REPORTS 10% MAIN 90% MAIN M. 10.3270.0049 75.3270.0048 TO 64.77 582.93 55.56 500.04 49.90 449.14 38.62 347.53 60.85 547.63 76.42 687.79 105.74 951.67 38.80 349.08	850.42 6850.42 10% ADJ	4772.45
	TAKEN FROM 10% MAIN 10.3270.0049 64.77 55.56 49.90 38.62 60.85 60.85 105.74 116.42 116.42	34.75 52.58 52.58 761.18 TOTAL	424836.13
1.	OUCCULAINCY 1AX 2010-2011 MONTH JUNE as of 7/31 JUNE as of 9/30 SEPTEMBER as of 10/31 OCTOBER as of 12/31 DECEMBER as of 12/31 JENUARY as of 2/28 FEBRUARY as of 3/28	APRIL as of 5/31 MAY as of 6/30 % Collected CHECK %s	- []

	G PENALTY	10.3270.1000 ANT PD	00.0	0.00	00.0	00.0		000		000	00.0		00.0		The second secon	The second section of the second seco				71 21 21 2 23 12 17		T 66 45 CHO 4 600/		75010 17	-45012.17 -13.09%	
	RUNNING	TOTAL	76164.1	196446,98	266987.19	300221.19	327350.06				349752 71	358027.91	381095 28	425302.17			A PARTIE AND A PAR		Name of the Control o	425302.17		%				
	MONTHEY	TOTAL		120282.87	70540.21	33234.00			6546.08		2276.13	-	23067.37	44206.89						425302.17	of some of the second s	RIDCETED 00%	100 0059	328800 001		
•	OCRA	TOTAL	75417.30	119889.62	70021.38	32054.37	25968.97	9038.99	4968.15	1952.36	1712,43	7738.77	22804.03	43780.50						415346.87						
	90% OCRA	76.3270.0000	67875.57	107900.66				8135.09	4471.33	1757.12	1541.19	6964.89	20523.63	39402.45						373812.17	113.69%	ADJ	100	-0.01		
	10% OCRA	10.3270.0000	7541.73	11988.96		3205.44	2596.90	903.90	496.82	195.24	171.24	773.88	2280.40	4378.05						41534.70		W %06	8959.77	373812.18	382771.95	
PORTS)	MAIN	TOTAL	746.81	393,25	518.83	1179.63	1159.90	885.75	1577.93	1702.94	563.70	536.83	263.34	426.39						9955.30		ADJ	-0.01	0.01		
 TAKEN FROM REVENUE REPORTS	90% MAIN	75.3270.0048	672.13	353.92	466.95	1061.67	1043.91	797.17	1420.14	1532.65	507.33	483.15	237.01	383.75						8959.78	137.84%	10% A	995.53	41534.69	42530.22	
 (TAKEN FROM	10% MAIN	10.3270.0049	74.68	39.33	51.88	117.96	115.99	88.58	157.79	170.29	56.37	53.68	26.33	42.64						995.52		TOTAL	9955.30	415346.87	425302.17	
OCCUPANCY TAX	2011-2012	MONIA	JUNE as of 7/31	JULY as of 8/31	AUGUST as of 9/30	SEPTEMBER as of 10/31	OCTOBER as of 11/30	NOVEMBER as of 12/31	DECEMBER as of 1/31	JANUARY as of 2/28	FEBRUARY as of 3/31	MARCH as of 4/30	APRIL as of 5/31	MAY as of 6/30				And Annual Control of the Annual Property of the Control of the Co			% Collected	CHECK %s	MAINLAND	**************************************	ANTERIORIEM TO CONTRACT CONTRA	

AMT PD 82653.73 107709.20 74952.42 47716.59 27535.06 9704.72 4687.99 3130.17 2139.78 9044.91 15384.27 39909.77	424568.61 % -28.66% -11.29%
PENALITY 10.3270.1000 0.00 0.00 0.00 0.00 0.00 0.00 0.	40.76 Left to Collect 90% -37911.80
RUNNING TOTAL 82653.73 190362.93 265284.59 313001.18 340536.24 350240.96 354028.95 358059.12 369243.81 369243.81 369243.81	424527.85
MONTHLY TOTAL 82653.73 107709.20 74921.66 47716.59 27535.06 9704.72 4687.99 3130.17 2139.78 9044.91 15384.27 39899.77	424527.85 BUDGETED 90% 6500.00 335800.00
OCRA TOTAL 82052.75 107129.14 74087.41 46893.80 27221.20 87321.20	415235.40
90% OCRA 76.3270.0000 73847.47 96416.23 66678.67 42204.42 24499.08 7865.14 2824.69 1455.45 1433.50 7744.93 13403.05	373711.80 111.29% ADJ -0.02
10% OCRA 10.3270.0000 8205.28 10712.91 7408.74 4689.38 2722.12 873.90 161.72 159.28 860.55 1489.23 3926.58	41523.60 90% / 8363.21 373711.86 382075.06
PORTS) MAIN TOTAL 600.98 580.06 834.25 822.79 313.86 965.67 1549.40 1513.00 547.00 439.43 491.99 634.02	9292.45 ADJ 0.01
10% MAIN 90% MAIN M/10.3270.0048 TO-60.10 540.88 TO-60.10 540.88 83.43 753.270.0048 TO-60.10 540.82 83.43 750.82 82.28 740.51 31.39 869.10 154.94 154.94 1394.46 151.30 1361.70 543.94 49.20 442.79 63.40 570.62	8363.19 128.66% 10% // 929.25 41523.54 42452.78
10.3270.0049 10.3270.0049 60.10 58.01 83.43 82.28 82.28 31.39 96.57 151.30 54.70 43.94 49.20 63.40	929.26 TOTAL 9292.45 415235.40 424527.85
2012-2013 MONTH JUNE as of 7/31 JUNE as of 8/31 JUNE as of 8/31 JUNE as of 8/31 OCTOBER as of 10/31 OCTOBER as of 11/30 NOVEMBER as of 11/30 NOVEMBER as of 11/31 JANUARY as of 2/28 FEBRUARY as of 5/31 MARCH as of 6/30 APRIL as of 6/30	% Collected CHECK %s MAINLAND OCRACOKE

	Principals of the statement of the state	AMT PD	85584.85	102170.09	90507.39	42384 70	27298 41	10095 54	8209.14	3343.00	1406.07	07.8774	07.501.7 07.1001.0	45443.47				442442.66	**************************************	9	-31 65%	16.00%		
	PENALTY	10.3270.1000	29.96	0.00		41.27	00.0	**************************************	0.00		35.25	000	00.0	10.00				116.48		Left to Collect 90%	-2057 341	-53736.22		
	RUNNING	TOTAL	85554.89	187724.98	278232,37	320575.80	347874.21	357969.75	366178.89	369521.89	370892.71	375671.41	396892.71	442326,18				445520,18				}		
	MONTHLY	TOTAL	85554.89	102170.09	90507.39	42343.43	27298.41	10095.54	8209.14	3343.00	1370.82	4778.70	21221.30	45433.47			 01 202011	442320,10		BUDGETED 90%	6500.00	335800.00		
	OCRA	TOTAL	84829.24	101166.84	89740,04	41141.75	26768.03	9368.20	6670.04	1861.02	1017.79	4295.17	20856.63	45103.26			LU ALACER	L Signory)		B				
	90% OCRA	76.3270.0000	76346.32	9105016	80766.04	37027.58	24091.23	8431.37	6003.04	1674.92	916.01	3865.65	18770.97	40592.93			380536 22	116.00%		ADJ	-0.01	0.01		
	10% OCRA	10.3270.0000	8482.92	10116.68	8974.00	4114.17	2676.80	936.83	667.00	186.10	101.78	429.52	2085.66	4510.33			43781 70	77.0761		-22 Easter	8557.35	389536.21	398093.56	
ORTS)	MAIN	TOTAL	725.65	1003.25	767.35	1201.68	530.38	727.34	1539.10	1481.98	353.03	483.53	364.67	330.21			1 21 XUSO				0.01	-0.01		
TAKEN FROM REVENUE REPORTS	90% MAIN	75.3270.0048	653.08	902.92	690.61	1081.51	477.34	654.61	1385.19	1333.78	317.73	435.18	328.20	297.19		***	855734	131.65%		10% ADJ	950.82	43281.80	44232.62	
TAKEN FROM	10% MAIN	10.3270.0049	72.57	100.33	76.74	120.17]	53.04	72.73	153.91	148.20	35.30	48.35	36.47	33.02			050 83	0000		TOTAL	9508.17	432818.01	442326.18]	
OCCUPANCY TAX	2013-2014	MONTH	JUNE as of 7/31.	JULY as of 8/31	AUGUST as of 9/30	SEPTEMBER as of 10/31	OCTOBER as of 11/30	NOVEMBER as of 12/31	DECEMBER as of 1/31	JANUARY as of 2/28	FEBRUARY as of 3/31	MARCH as of 4/30	APRIL as of 5/31	MAY as of 6/30				% Collected		CHECK %s	MAINLAND	OCRACOKE		

AMIT PD 88826.42 97343.28 96093.09 45546.19 29980.67 17079.63 0.00 0.00 0.00 0.00 0.00 0.00	374869.28	6 21.69% 1.04%
PENALTY 10.3270.1000 0.00 0.00 0.00 0.00 0.00 0.00 0.	0.00	Left to Collect 90% 1410.08 3507.56
RUNNING TOTAL 88826.42 186169.70 282262.79 32788.98 357789.65 374869.28 374869.28 374869.28 374869.28	374869.28	
MONTHLY TOTAL 88826.42 97343.28 96093.09 45546.19 29980.67 17079.63 0.00 0.00 0.00 0.00 0.00	374869.28	BUDGETTED 90% 6500.00 335800.00
OCRA TOTAL 87680.90 96218.32 95106.39 44482.56 29410.53 16315.12 0.00 0.00 0.00 0.00 0.00 0.00	369213.82	8
90% OCRA 76.3270,0000 78912.81 86596.49 85595.75 40034.30 26469.48 14683.61	332292.44 98.96%	ADJ 0.01
10% OCRA 10.3270.0000 8768.09 9621.83 9510.64 4448.26 2941.05 1631.51	36921.38	90% A 5089.91 332292.44 337382.35
MAIN TOTAL 1145.52 1124.96 986.70 1063.63 570.14 764.51 0.00 0.00 0.00 0.00 0.00 0.00	\$655.46	ADJ -0.01 0.00
10.3270.0049 T5.3270.0048 TO 10.3270.0049 T5.3270.0048 TO 114.55 1030.97 112.50 1012.46 98.67 888.03 106.36 957.27 57.01 513.13 76.45 688.06	5089.92	10% A 565.55 36921.38 37486.93
10% MAIN 10,3270,0049 10,3270,0049 112,50 98,67 106,36 57,01 76,45	565.54	TOTAL 5655.46 369213.82 374869.28
OCCUPANCY TAX 2014-2015 MONTH JUNE as of 7/31 JUNE as of 7/31 JUNE as of 7/31 JUNE as of 1/31 OCTOBER as of 1/31 OCTOBER as of 1/31 DECEMBER as of 1/31 JANUARY as of 2/28 FEBRUARY as of 2/28 FEBRUARY as of 5/31 MARCH as of 6/30 APRIL as of 6/30	% Collected	CHECK %s MAINLAND OCRACOKE

)	יסנמו סכו מכסונכ סככמשמווני ומי כסוומנונים	י כסומכונים			
-		2010	2011	2012	2013	3 2014
January		\$2,327.01	\$1,678.30	\$1,952.36	\$1,617.17	\$1,861.02
February		\$1,415.92	\$1,827.79	\$1,712.43	\$1,592.78	\$1,017.79
March		\$5,685.59	\$5,317.02	\$7,738.77	\$8,605.48	\$4,295.17
April		\$19,549.21	\$22,114.77	\$22,804.03	\$14,892.28	\$20,856.63
May		\$42,810.73	\$42,896.56	\$43,780.50	\$39,265.75	\$45,103.26
June		\$71,262.06	\$75,417.30	\$82,052.75	\$84,829.24	\$87,680.90
July		\$110,835.76	\$119,889.62	\$107,129.14	\$101,166.84	\$96,218.32
August		\$77,004.00	\$70,021.38	\$74,087.41	\$89,740.04	
September		\$40,309.75	\$32,054.37	\$46,893.80	\$41,141.75	\$44,482.56
October		\$31,435.91	\$25,968.97	\$27,221.20	\$26,768.03	\$29,410.53
November		\$10,090.66	\$9,038.99	\$8,739.05	\$9,368.20	
December		\$2,451.95	\$4,968.15	\$3,138.59	\$6,670.04	
TOTALS	ጭ	415,178.55	\$ 411,193.22	\$ 427,250.03	411,193.22 \$ 427,250.03 \$ 425,657.60 \$ 442,347.69	\$ 442,347.69

Potential TDA Revenue	A Revenue			
	OT Collected (3%)	OT Collected (3%) Total Lodging Revenue Additional 2% Additional 1%	Additional 2%	Additional 1%
2010	\$415,178.55	\$13,839,285.00 \$276,785.70	\$276,785.70	\$138,392.85
2011	\$411,193.22		\$274,128.81	\$137,064.41
2012	\$427,250.03	\$14,241,667.66		\$142,416.68
2013	\$425,657.60		•	\$141,885.87
2014	\$442,347.69	\$14,744,923.00	\$294,898.46	\$294,898.46 \$147,449.23

Direct Tourism Indirect Tourism Community Orie		\$55,250.00 \$54,550.00 \$489,682.00
Direct TOTAL	Amount	Line Item \$30,000 Lewis Advertising \$10,000 OCBA Travel/Tourism Director \$12,750 OCBA Tourism promotion \$2,500 Hyde Chamber \$55,250
Indirect	Amount	Line Item \$10,000 Lifeguards \$26,000 Pirate Jamboree \$2,000 British Cemetery Ceremony \$12,050 Fourth of July \$4,500 Ocrafolk Festival
TOTAL		\$54,550
Community	Amount	Line Item \$46,250 Community Center \$14,497 Community Center Repairs \$5,000 Boy Scouts \$48,000 Ocracoke Community Park \$10,000 OPS \$80,000 OVFD \$1,590 Frieds of the Library \$180,000 Hyde EMS \$35,000 Ocracoke Child Care \$21,345 Ocracoke Chile Care \$7,500 McClees Consulting \$40,500 WOVV

via telephone with 9/12/2014

- What kind of advertising mediums do you use?
 - Local rack cards
 - Yes, old and pricey
 - On the walking map
 - Local newspaper print or online
 - Used to, but got so expensive
 - Regional news outlets print or online
 - Advertise with AAA, which is the biggest, put in their tour book
 - Get 10% discount and have to honor senior discount
 - Organizational fee \$1200 fees, real ads \$1500-2500
 - Magazines
 - Used to do fishing magazine and watersports, our state
- Do you have a target audience?
 - o Raleigh, Winston, Charlottesville are
- When do you start advertising for the summer season?
 - o Tend to do local causes school, fire dept.
- Do you hire an advertiser? Do you find marketing stressful?
 - o No, always did it personally
- Do you ask customers how they found you? What are the most common responses?
 - Word of mouth, family
 - Have 3rd generation families, big repeat business
- Do you think your current marketing efforts are effective?
 - Yes, but only to a point
- What is your average length of stay?
 - Used to be 1 week, down to 2-3 days
- Do you advertise specials?
 - We slide our rates around, and don't charge more for the weekend. Beginning of Sept. we went into October rates, which is a lot cheaper.
 - O Used to do four rate schedules.
- Do you belong to any other local business groups that do marketing?
 - o OCBA
- What do you think draws people to Ocracoke and your business?
 - One of the few places under \$100
- Do you have a marketing goal for next year?
 - Basically, we know when people call we say we have a budget that we've always
- What kind of publications would you like to see Ocracoke featured in?
 - o Southern Living. Ocracoke made the cover one time.
 - Our State

via telephone with [______9/17/2014

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Rack cards, advertise on variety of periodicals and quasi-
 - Observers, island free press, obx sentinel
 - B&B.com, 10-15 online directories
- o Do you have a target audience?
 - o Don't target any geographic area
 - o NCBBI- North Carolina Bed & Breakfast Inns
- Are you open year-round?
 - o Except January
- When do you start advertising for the season?
 - o Ongoing process, annualized
- Approximately how much do you spend on advertising each year?
 - o 10% of annual operating cost \$15,000: includes operating the website
- Do you hire an advertiser?
 - o No, take advice from outlets
- Do you ask customers how they found you? What are the most common responses?
 - O Yes, typically online. Word of mouth. Lot of returning guests
- Do you think your current marketing efforts are effective?
 - O Wish we had a better means of measuring that effectiveness. There is a service called google analytics, that we subscribe to, every quarter we get a read out on the principal sources of online referral and what device it was done on
- What is your average length of stay?
 - o 2-3 days occasionally 1 week
- Do you advertise specials?
 - We do and have done in the past, we got into specials with dinner reservations, massage,
 - 10% discounts for returning guests, military, and stays of 5 nights or more.
 Advertise through trip advisor
- Do you belong to any other local business groups that do marketing?
 - o OBX chamber, Hyde County Chamber, OCBA
 - o NCBBI
 - PAII, Professional Association of Inns and Innkeepers more for conferences and business advice, not marketing
- Do you have a marketing goal for next year?
 - o Play this by ear, review if we're happy with the plan
- What kind of publications would you like to see Ocracoke featured in?
 - o We have worked with Raleigh N&O, Richmond, Washingtonian
 - o Sundae is doing a great job with advertising
 - o OurState

				_	_
via	telephone	with	9/:	17/201	4

- What kind of advertising do you do?
 - o Local rack cards, local radio, local news (print/online)
 - Online booking, trip advisor, rack cards, mail them to welcome visitus
 - Regional radio, regional TV, regional news (print/online)
 - Virginia pilot didn't get much business from that
 - OneBoat Guide (\$1000/year)
- Do you have a target audience?
 - o No, mixed bag. Lot of Europeans, Virginia, Florida, SC, NC
 - o No kids, no pets. Mainly couples
- Are you open year-round?
 - o No, closed Mid Nov Feb
- When do you start advertising for the season?
 - o Probably around May. Don't have the funds until that time
- Approximately how much do you spend on advertising each year?
 - o \$5,000K
- Do you hire an advertiser?
 - o No
- Do you ask customers how they found you? What are the most common responses?
 - o Most of the time it's the internet, google search, tripadvisor, fodors.
- What is your average length of stay?
 - o 3 days
- Do you advertise specials?
 - o No
- Do you belong to any other local business groups that do marketing?
 - o OCBA
 - One Boat
 - o Used to do the chamber but didn't get much from it.
- Do you have a marketing goal for next year?
 - o I would like to get back to where we were in 2007/2008
- What kind of publications would you like to see Ocracoke featured in?
 - o We've been in the New York Times, Dr. Beach,
 - Southern Living! OurState
 - o Bob Garner NC TV

Out of the blue she said "I hope the occupancy tax doesn't go up."

via telephone with /23/2014

- What kind of advertising do you do?
 - Local rack cards, local radio, local news (print/online)
 - Rack cards, WOVV, website, facebook
 - Regional radio, regional TV, regional news (print/online)
 - Oneboat guide, AAA, advertise for the marine in different waterway guides
- Do you have a target audience?
 - o Boat, Norfolk, Richmond, eastern NC, travelers, walk-ins from the ferry
- Are you open year-round?
 - o Closed first of December, re-open mid march
- When do you start advertising for the season?
 - Ongoing
- Approximately how much do you spend on advertising each year?
 - o 1K/month ~\$12,000
- Do you hire an advertiser?
 - o No, we have a local manager that handles marketing
- Do you ask customers how they found you? What are the most common responses?
 - o Internet and walk-ins, repeat/word of mouth
 - o The marina hosts several boat groups per year, which flows over to the hotel
- Do you think your current marketing efforts are effective?
 - O Yes. We've been watching it over the years
- What is your average length of stay?
 - o Mostly 1-3 days, sometimes 1 week stays in a suite
- Do you advertise specials?
 - The only thing we advertise is on the website, summer special discount or fall special discount
 - o Have tried to put out specials in local newspapers to drum up business
- Do you belong to any other local business groups that do marketing?
 - o OCBA, board of pirate jamboree, donate through the school, both chambers
 - o ThinkOcracoke
- Do you have a marketing goal for next year?
- What kind of publications would you like to see Ocracoke featured in?
 - o Our State
 - o Southern Living or Coastal Living
 - One thing that would help if the OBX Chamber would recognize Ocracoke



For more information, contact: Sarah Johnson (252) 542-0842 sarah.johnson@hydecountync.gov

Basic Operations	
Are you open all year? [英] Yes	
□ No	
If NO, what months are you closed?	
What is your typical guests' average length of stay?	
☐ 1 night	
☑ 2 nights	
☐ 3 nights	
☐ 3-5 nights	
☐ 1 week or more	
Marketing Strategies	
What kind of marketing do you do? (Please circle all that apply)	
Local rack cards, local radio, local news (online/print)	
☐ Regional radio, regional news (online/print), regional TV	
떶 Online directories	
☐ Magazines	
Other:	
Do you hire an advertiser or work with a consultant?	
☐ Yes	
· 🙀 No	
☐ Only on certain projects	
Approximately how much do you spend on advertising each year?	
□ \$100-500	
□ \$500-2 , 500	
□ \$2,500-5,000	
□ \$5,000-10,000	
3 \$10,000-25,000	
□ \$25,000÷	

	en de la companya de La companya de la co
	Do you have a target audience?
	□· Yes
	No
	If YES, what groups or geographical areas do you target?
	When do you start advertising for the season?
	It's an ongoing process
	☐ Specific time:
	When guests book a stay, do you ask how they found you?
	政 Yes
	□ No
	If YES, what are the most common responses? ONLINE, TEPEST (VETO-EC),
•	Do you advertise specials?
	☐ Yes
	图 No, but my rates change by season
	If YES, what kind of specials?
	Do you think your current marketing efforts are successful? ☑ Yes
	□ No
	·
	Do you have a marketing goal for next year?
	☐ Yes
	₩ No
	If YES, what are they?
	Do you belong to any umbrelle but
	Do you belong to any umbrella business groups that do advertising? Ocracoke Civic & Business Association
	Hyde County Chamber of Commerce
	Outer Banks Chamber of Commerce
	☐ Think Ocracoke
	Other:
	What kind of publications would you like to any Owner to a
	Our Sixis

**** *** *** *	the state of the s
* * * * * * * * * * * * * * * * * * * *	at transaction of the transaction and the state of the st
	the state of the s
	and the state of t
*** *** **********	Control of the Contro
	the second section of the second seco
About Y	ou (optional)
	- (operorial)
Name	
, valific	
Business	The state of the s
000000	and the second s
Phone	
Email	
	1923
	Thank you for your participation!
	in an appropriate



For more information, contact: Sarah Johnson (252) 542-0842 sarah.johnson@hydecountync.gov

Basic (Derations
	open all year? Yes No No, what months are you closed?
	your typical guests' average length of stay? 1 night 2 nights 3 nights 3-5 nights 1 week or more
Marketi	ng Strategies
	nd of marketing do you do? (Please circle all that apply) Local rack cards, local radio, local news (online/print) Regional radio, regional news (online/print), regional TV Online directories Magazines Other:
Do you h	nire an advertiser or work with a consultant? Yes
	nately how much do you spend on advertising each year? \$100-500 \$500-2,500 \$2,500-5,000 \$5,000-10,000 \$10,000-25,000
	\$25,000+

	Do you have a target audience?
	☐ Yes ŒNo
	gran.
	f YES, what groups or geographical areas do you target?
	When do you start advertising for the season?
	الرجائيلِ''s an ongoing process
	☐ Specific time:
,	When guests book a stay, do you ask how they found you?
	⊔ Yes
	_dd ² No
	If YES, what are the most common responses?
	Do you advertise specials?
	☐ Yes
	No, but my rates change by season
	If YES, what kind of specials?
į	Do you think your current marketing efforts are successful?
	Yes Yes
	[™] □ No
Į	Do you have a marketing goal for next year?
	☐ Yes
	No No
	(If YES, what are they?
I	Do you belong to any umbrella business groups that do advertising?
	Ocracoke Civic & Business Association
	Hyde County Chamber of Commerce
	Outer Banks Chamber of Commerce
	☐ Think Ocracoke
	☐ Other:

.83

Addition	nal Comments
y type do a period - typical parace	
A P P P P P P P P P P P P P P P P P P P	
About Y	ou (optional)
Name	
Business	THE RESIDENCE OF THE PROPERTY
Phone	the second control of
Email	
	Thank you for your participation!

For more information, contact: Serah Johnson (252) 542-3342 serah johnson@hydecountyno.gov

The Hyde County Office of Planning and Economic Development is researching marketing on Ocracoke island. This brief survey will help us understand what marketing strategies Ocracoke's lodging industry currently utilizes. If you prefer to discuss the survey questions over the telephone, please call Sarah Johnson at (252) 542-0842.

Basic Operations Are you open all year? ☐ Yss ₹ Nc TIMO, what months are you closed? what is your hypical guests average length of stav? ☐ 1 night 2 rights O 3 nights ☐ 3-5 nights ☐ i wesk or more Marketing Strategies What kind of marketing do you do? (Flesse sincle all that apply) ☐ Local rack cards, local radio, local news (online/print) ☐ Regional radio, regional news (online/print), regional TV 〇 Online directories ☐ Magazines ☐ Other: Do you hire an advertiser or work with a consultant? ☐ Yes ON Dr ☐ Only on certain projects Approximately how much do you spand on advertising each year? □ \$100-500 □ \$500-2,500 □ \$2,500-5,000 白 \$5,000-10,000 □ \$10,000-25,000 □ \$25,000+

Do you have a target audience?
El No
FYES, what groups or geographical areas do you target?
When do you start advertising for the season? Chiefs an ongoing process Specific time:
When guests book a stay, do you ask how they found you? ☐ Mes ☐ Ho
#17ES, what are the most common responses?
Do you advertise specials?
口 ric, but my rates change by season 评当ES, what kind of specials?
ம் you think your outrent marketing efforts are successful?
□ No
Do you have a marketing goal for next yea.? ☐ Yes
If YES, what are they?
Do you belong to any umbrella business groups that do advertising? Do you belong to any umbrella business groups that do advertising? Hyde County Chamber of Commerce Doublest Banks Chamber of Commerce Think Ocracoke Other:

What kind of publications would you like to see Ocracoke featured in?

Additional Comments

About You (optional)

Name

Business

Phone

Email



For more information, contact: Sarah Johnson (252) 542-0842 sarah.johnson@hydecountync.gov

Basic	Operations
	u open all year? I Yes I No NO, what months are you closed?
	s your typical guests' average length of stay?
	1 night
	2 nights
×	3 nights
	3-5 nights
	1 week or more
Warket	ing Strategies
M M D	ind of marketing do you do? (Please circle all that apply) Local rack cards local radio, local news (enline/print) Regional radio, regional news (online/print), regional TV Online directories Magazines Other:
Do you □	hire an advertiser or work with a consultant? Yes
Z	No
	Only on certain projects
Approxi	mately how much do you spend on advertising each year?
Ц	\$100-500
	\$500-2,500
	\$2,500-5,000
X	\$5,000-10,000
	\$10,000-25,000
	\$25,000+

] Yes
) No
lf	YES, what groups or geographical areas do you target?
When	do you start advertising for the season?
攻	It's an ongoing process
	Specific time:
vvnen	guests book a stay, do you ask how they found you? Yes
	No
lf	YES, what are the most common responses?
	advartice and it is
Do you	advertise specials?
	Yes
	No, but my rates change by season
lf	YES, what kind of specials?
	YES, what kind of specials?
Do you 図	think your current marketing efforts are successful? Yes No
Do you ⊠. □	think your current marketing efforts are successful? Yes No
Do you	think your current marketing efforts are successful? Yes
Do you	think your current marketing efforts are successful? Yes No have a marketing goal for next year?
Do you X 	think your current marketing efforts are successful? Yes No have a marketing goal for next year? Yes No
Do you X 	think your current marketing efforts are successful? Yes No have a marketing goal for next year? Yes
Do you Do you If	think your current marketing efforts are successful? Yes No have a marketing goal for next year? Yes No YES, what are they? belong to any umbrella business groups that do advertisings
Do you Do you If ' Do you	think your current marketing efforts are successful? Yes No have a marketing goal for next year? Yes No YES, what are they? belong to any umbrella business groups that do advertising? Ocracoke Civic & Business Association
Do you Do you If Do you Sign	think your current marketing efforts are successful? Yes No have a marketing goal for next year? Yes No YES, what are they? belong to any umbrella business groups that do advertising? Ocracoke Civic & Business Association Hyde County Chamber of Commerce
Do you Do you If Do you If	think your current marketing efforts are successful? Yes No have a marketing goal for next year? Yes No YES, what are they? belong to any umbrella business groups that do advertising? Ocracoke Civic & Business Association Hyde County Chamber of Commerce Outer Banks Chamber of Commerce
Do you Do you If Co you Sa Sa Sa Sa Sa Sa Sa Sa Sa S	think your current marketing efforts are successful? Yes No have a marketing goal for next year? Yes No YES, what are they? belong to any umbrella business groups that do advertising? Ocracoke Civic & Business Association Hyde County Chamber of Commerce

Additio	nal Comments
	the security of the contract of the security o
	The state of the s
	THE STATE OF THE S
About Y	ou (optional)
Name	
Business	to the control of the
Phone	
Email	the second secon
	والمراق والمناور والم
	Thank you for your participation!



For more information, contact: Sarah Johnson (252) 542-0842 sarah.johnson@hydecountync.gov

Basic Operations	
Are you open all year? Yes Wasty (rent rooms off Cen phone) No If NO, what months are you closed?	2 a 996 a 17
What is your typical guests' average length of stay? 1 night 2 nights 3 nights 1 3-5 nights 1 week or more	****
Marketing Strategies	
What kind of marketing do you do? (Please circle all that apply) Local rack cards, local radio, local news (online/print) Regional radio, regional news (online/print), regional TV Online directories Magazines Other:	
Do you hire an advertiser or work with a consultant? ☐ Yes ☐ No ☐ Only on certain projects	***
Approximately how much do you spend on advertising each year? □ \$100-500 □ \$500-2,500 □ \$2,500-5,000 □ \$5,000-10,000 □ \$10,000-25,000	
□ \$25.000+	

	□ No
	If YES, what groups or geographical areas do you target?
Whe	en do you start advertising for the season?
	It's an ongoing process
	□ Specific time:
Whe	en guests book a stay, do you ask how they found you?
	D No
	If YES, what are the most common responses?
Do y	ou advertise specials?
	☐ Yes
	☑ No, but my rates change by season
	If YES, what kind of specials?
Do y	ou think your current marketing efforts are successful?
•	The state of the s
	☐ Yes
	□ No
	□ No DY MOSHY
	□ No ☑ Moshy ou have a marketing goal for next year?
	☐ No IX Mostry ou have a marketing goal for next year? ☐ Yes
	□ No I Mostly ou have a marketing goal for next year? □ Yes □ No
	☐ No IX Mostry ou have a marketing goal for next year? ☐ Yes
Do y	□ No □ Mostly ou have a marketing goal for next year? □ Yes □ No □ No □ If YES, what are they?
Do y Do y	□ No □ Mosting ou have a marketing goal for next year? □ Yes □ No □ No □ If YES, what are they? □ belong to any umbrella business groups that do advertising?
Do y Do y	□ No □ Mosting ou have a marketing goal for next year? □ Yes □ No If YES, what are they? □ belong to any umbrella business groups that do advertising? □ Ocracoke Civic & Business Association
Do y Do y	□ No □ Mosting ou have a marketing goal for next year? □ Yes □ No If YES, what are they? □ belong to any umbrella business groups that do advertising? □ Ocracoke Civic & Business Association □ Hyde County Chamber of Commerce
Do y	□ No □ Mosting ou have a marketing goal for next year? □ Yes □ No If YES, what are they? □ belong to any umbrella business groups that do advertising? □ Ocracoke Civic & Business Association
Do y	□ No I Mosting ou have a marketing goal for next year? □ Yes □ No If YES, what are they? □ Ocracoke Civic & Business Association □ Hyde County Chamber of Commerce □ Outer Banks Chamber of Commerce

- i,

Additional Comments		
When the island	Is full, its full - like	Summerties
More advertising	in EARLY Spore it	fall Parl
- Jewar ole W	in EARLY Spring of uch slower then they	used to be
	• •	
About You (optional)		
Name		
Business		
Phone		and the state of t
Email		to the state of th
Thank you for your participation!		

Online References

- Access NC (NC Department of Commerce). Top 25 Employers by NC County; Hyde. Retrieved from http://accessnc.commerce.state.nc.us/docs/topEmployers/topEmp_37095.pdf
- Department of Commerce, North Carolina. *Tourism Research*. Retrieved from http://www.nccommerce.com/tourism/research
- Department of Revenue, North Carolina. Local Government Sales and Use Tax Distribution. Retrieved from http://www.dornc.com/publications/reimbursement.html#sandu
- Ferry Division, North Carolina Department of Transportation. Ferry Division traffic reports by route and month distributed by Mary Willis. Microsoft Excel file available upon request.
- McLaughlin, C. (2013, November 11). Occupancy Tax 101 [UNC School of Government blog post]. Retrieved from http://canons.sog.unc.edu/?p=7399
- North Carolina Coast Host. *About NC Coast Host*. Retrieved from http://www.coasthost-nc.com/about-nc-coast-host/
- North Carolina's Northeast Alliance. Northeast Tourism (NET). Retrieved from http://www.ncnortheast.info/regional-partners/northeast-tourism/
- School of Government, University of North Carolina. Occupancy Tax Overview; Updated through 2013 Regular Session. Retrieved from http://canons.sog.unc.edu/wp-content/uploads/2013/11/OCCUPANCY-TAX-OVERVIEW-TABLE.pdf